LIFE

IN THIS ISSUE
COLOR PICTURES OF CORONATION



NEWLY CROWNED QUEEN RECEIVES BENEDICTION

20 CENTS
JUNE 15, 1953

REG. U.S. PAT. OFF.

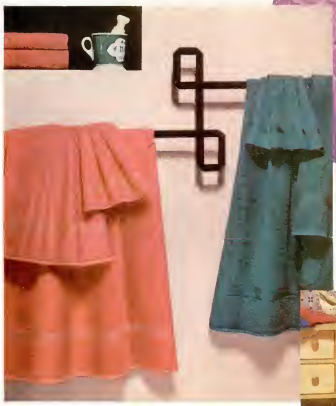
Want more for your towel money?

FOR THE BEST TOWEL BUYS FOLLOW THESE TIPS FROM

Cannon!



When you buy beauty you buy long wear—if the label is Cannon! Designs for every taste—smart solids, sculptured effects, gay stripes, charming florals. In rich deep tones or twinkling pastels to bring exciting changes to your bathroom. Bath towel, above, about **$2.25.**



It costs no more to have *different* ensembles in a favorite color for each one of the family. Cannon towels come with matching face towels, finger-tip towels and wash cloths . . . and *all* Cannon colors go together for delightful harmony! Bath towels shown above, about **$1.19.**



The texture is luscious! Only Cannon has exclusive "Beauti-Fluff," the finish that makes towels softer, thirstier. You'll loll in their long-looped luxury! Bath towels, above, about **69c.**



What size is best? Cannon makes towels in *many* sizes—from dainty finger-tip towels to big, beautiful beach towels—a size for every need! See the gay beach towel above in several smart color combinations!

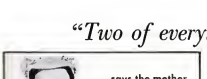
CANNON *More women buy Cannon towels than all other brands combined!*

Cannon Mills, Inc., 70 Worth Street, New York City 13 • Towels • Sheets • Stockings • Bedspreads • Draperies

NOW...TWICE THE PROTECTION WITH ONE GREAT TOOTH PASTE!

IPANA A.C. ammoniated to reduce decay chlorophyll to stop bad breath all day

"Two of everything else, but not tooth paste, thank goodness!"



...says the mother of the Bishop twins

"I'm used to buying things in pairs!" says Mrs. Ellis G. Bishop of Cranford, N. J., mother of the girl-graduate twins Beverly and Ann. "But for once I don't have to! I was surely glad to get *one* product containing *both* the new discoveries in tooth paste.

"Youngsters especially need ammoniated ingredients to fight decay. And of course, we all like to have chlorophyll for breath protection."

GUARANTEED NOT TO STAIN!

The *only* tooth paste certified by the American Institute of Laundering!

"IPANA A.C. doesn't turn the brushes green the way some chlorophyll pastes do," Mrs. Bishop says. "No stains on washbowl or towels, either.

"Isn't the flavor nice? Minty and refreshing. We like it best of any we've ever tried."

REMEMBER, no ordinary chlorophyll or ammoniated tooth paste—no other type of tooth paste at all—can give you IPANA A.C.'s doubly-effective mouth care.

PROOF: DECAY BACTERIA* DESTROYED



Photo (left) shows over 1,000,000 decay bacteria, the *lactobacilli usually associated with tooth decay. Photo (right) shows that, after adding IPANA A.C. Tooth Paste, the decay bacteria have been almost 100% destroyed.



PROOF: STOPS BAD BREATH ALL DAY! Scientific odor tests proved that IPANA A.C. definitely stopped unpleasing mouth odor—in most cases even 12 hours after brushing. *Evidence of long-lasting breath protection no other leading tooth paste offers.*

A 2-YEAR TEST by dental scientists on 784 school children proved the ammoniated formula *twice as effective* in reducing decay as the ordinary dentifrice tested. And that same ammoniated formula is in *just one leading tooth paste*—IPANA A.C.

Costs less to try

than leading chlorophyll tooth pastes!

large size only **39¢** *giant size only* **59¢**

A Product of Bristol-Myers

This One

HBTS-1RY-7SDF

STOP chafing-seam torture

enjoy seamless comfort with all-elastic control!

Silf Skin

full-fashioned pantie girdle

no crotch seams . . . no seams anywhere!





Look for this counter display containing the red and gold triangle packages.

WHY SUFFER in an ordinary pantie girdle that's cut and sewed together with bulky seams — seams that chafe and irritate in the crotch area.

BE COMFORTABLE in a Silf Skin pantie girdle — knit from one continuous strand of elastic yarn and, by a new patented process, made *entirely without seams!*

WEAR a full-fashioned Silf Skin for smart, naturally comfortable support and smooth, wrinkle-free fit. Once you try Silf Skin — you'll never settle for seams again!

$5 (Style #200) *at fine stores everywhere*

Other full-fashioned Silf Skin girdles and pantie girdles at $5 (rayon elastic), $7.50 (nylon elastic), $10.95 (pure silk elastic). For name of store nearest you, write

SILF SKIN, INC., 10 East 39th Street, New York 16, N.Y. 510 King Street West, Toronto, Canada.

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Volume 34 Number 24

Why swelter through another hot summer?

SLEEP IN COOL, COOL COMFORT WITH A GENERAL ELECTRIC ROOM AIR CONDITIONER!



G-E automatic temperature control—set it as you desire—cooling effectiveness is controlled automatically!



No more sleepless nights. You won't twist and turn all night long on soggy sheets when you own a G-E Room Air Conditioner. There's no mugginess. You enjoy cool, even temperatures. You breathe clean, filtered air.

THE instant you switch on your G-E Room Air Conditioner, refreshingly cool, de-humidified air flows into the room. You simply set the control—cooling adjusts automatically to temperature changes.

For home or office. Choice of two models to provide cool, cool comfort for rooms ranging in size from approximately 300 to 500 sq ft. Each model has a dependable, factory-sealed refrigeration unit with a 5-year warranty. Easy installation, no expensive remodeling or plumbing is necessary. No water pans to empty, no TV or radio interference.

So why not sleep, work or just plain relax in true comfort. For modern air conditioning, insist on a General Electric Room Air Conditioner. See your G-E appliance dealer soon. Look for his name in your classified telephone directory. General Electric Company, Louisville 2, Kentucky.



You sleep relaxed—awake refreshed. In addition to cooling, a G-E Air Conditioner filters out dust and dirt. Reduces pollen. Kitten-quiet operation assures you of undisturbed sleep.

ABOUT **$3.90*** WEEKLY

Price and specifications subject to change without notice.

ROOM AIR CONDITIONERS



Remove up to 3 pints of water from hot, muggy air in the first hour of operation with model FA75A. You awake refreshed from a restful night's sleep in humidity-free comfort.



G-E gives you 3 air directors which send cool air to every corner of the room. Because you can direct the air, drafts and over-chilling are avoided. Efficient filters remove dust, dirt and pollen from the air. In a recent survey, 4 out of 5 owners reported that allergy sufferers in the family found relief with the G-E Room Air Conditioner.



Kitten-quiet and so very dependable. A General Electric Air Conditioner gives quiet, efficient performance. The factory-sealed refrigeration unit is backed by a 5-year warranty.

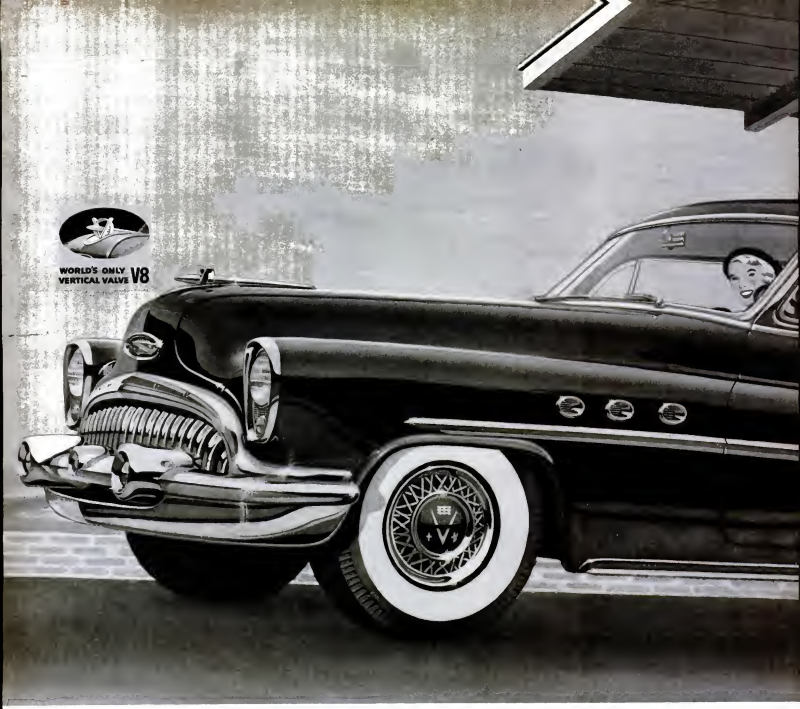
General Electric gives you these important features!

- Automatic temperature control at no extra cost.
- Kitten-quiet operation.
- De-humidifies as it cools.
- 3 no-draft air directors.
- 5-year protection plan on factory-sealed cooling unit.
- So quiet! So very dependable!

**After small down payment. See your G-E dealer for exact terms.*

So quiet! So very dependable!

GENERAL ELECTRIC



You're on the threshold of a thousand thrills

You've just slipped behind the wheel. You feel coddled in pure comfort.

In a moment you'll take off—and feel the pulse of pure rapture.

For this car at your command is a 1953 Buick with the year's two great engineering gems—the world's newest V8 engine, and Twin-Turbine Dynaflow.*

With this automobile you get away *instanter* — move from standstill to legal speed like lightning in velvet—so swift and silent and smooth is this TT Dynaflow on take-off.

SEE YOUR BUICK DEALER



With this automobile you climb hills, loaf through traffic, purr along a turnpike, or sweep by a laboring truck when it's safe to pass — all with the effortless ease of practically limitless power from this spectacular new Fireball V8 engine.

But with this automobile you're subject to a lot more than just spine-tingling thrill.

You enjoy the comfort of real man-sized roominess — and the level steadiness of a still finer Million¶Dollar Ride.

You sit in beauty, softness, luxury—and handle this two-ton car with joyous ease—thanks to its superb balance, its Power Steering,* its Power Brakes.**

So you're on the threshold of a thousand thrills, countless comforts, endless pleasures — when you take your place at the wheel of a gorgeous new Buick like this one.

Why not try it?

Why not drop in on us real soon and put this tremendous performer through its paces? We'll be waiting to welcome you.

*Standard on Roadmaster, optional at extra cost on other Series. **Optional at additional cost on Super and Roadmaster only.

THE GREATEST **BUICK** IN 50 GREAT YEARS

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

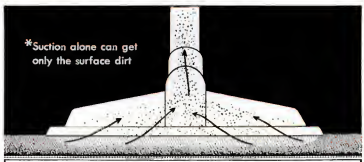


85% of the dirt in your home is right here in your rugs...

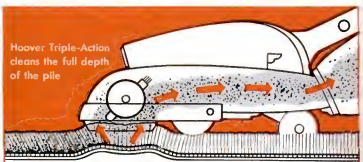
Suction alone can't get rug-dirt out*

It takes two other cleaning actions PLUS suction to keep your rugs fresh and bright... free of germs... free of moths and to prolong rug life. You get all THREE in the new Hoover® Triple-Action cleaners.

SEE THE HOOVER DIFFERENCE



A suction cleaner is just fine for whisking up loose dirt from bare floors and upholstery. But it just plain hasn't "got what it takes" to rout out *buried* dirt. That's unfortunate (if you own a suction cleaner) because buried dirt is the *dirt that hurts*. It dulls the colors, harbors germs and moths, wears out rugs long before their time as sharp-edged particles grind against the pile.



IT BEATS, AS IT SWEEPS, AS IT CLEANS—ON A CUSHION OF AIR... LIKE THIS

Gentle vibration loosens the dirt that's trapped in the pile, lifts it to the surface where *suction* can whisk it away. *Sweeping* completes the job... combing out stubborn lint and pet hairs, grooming and raising the nap. And it's all so *easy*—with a Hoover—because the Hoover does *all* the work. Let your Hoover Dealer show you—in your own home—how easy it is to keep rugs Hoover-fresh!

You'll be happier with a Hoover

You can own a Hoover for as little as $66.95. Easy terms. Ask your Hoover Dealer or phone for a free home trial at no obligation. Prices slightly higher in Canada.

PRODUCTION FOR HOME AND FOR DEFENSE Day in and day out Hoover is producing a very substantial volume of essential materials for the Armed Forces.

THE HOOVER COMPANY • North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England

IT'S TWO CLEANERS IN ONE



Cleaning tools—in handy carrying kit...



plug in in the side of your Hoover as easily as plugging in a light cord...



converts instantly for all bare-floor and above-floor cleaning.





See how it firms and flattens your tummy, how the hidden "finger" panels and non-roll top assist the lift of your body muscles, control you in *Nature's* own way!



Look how magic "fingers" lift and mold your figure naturally. And they're invisible—like the waist-slimming non-roll top that stays up without a *stay*.



Feel the fabric lining inside, new textured latex surface outside—and not a single seam, stitch, stay or bone *anywhere*. Magic-Controller washes in seconds—and you can almost *watch* it dry!

With new non-roll top that stays up without a stay...
plus hidden "finger" panels that flatten your tummy!

Amazing *New* Playtex® *Magic-Controller*

controls, slims and supports you without a seam, stitch, stay or bone!

How does Magic-Controller do it? The way *Nature* does it—smoothing, lifting, molding, supporting *naturally*, firmly, beautifully. It's as comfortable, as resilient as your own skin!

Hold it up to the light and see the secret. You'll see the hidden "finger" panels that flatten your tummy, tone your figure, slim you as no girdle, no corset ever could.

Put the Playtex Magic-Controller on and you'll see that the new non-roll top gives you a higher, smaller waistline! You'll discover that, from top to hips to thighs, you seem to have lost at least a full size or more, *no matter what your size!*

Magic-Controller is all latex, fabric lined, one piece and wonderful. And it makes your tightest dress become your *rightest* dress.



Playtex Magic-Controller® with four sturdily reinforced adjustable garters . . . in this newest SLIM Playtex tube . . . at department stores, specialty shops everywhere. **$7.95**

Fabric Lined PLAYTEX GIRDLES from **$4.95**
FAMOUS PLAYTEX GIRDLES from **$3.50**
Extra-large sizes, slightly higher.
Playtex . . . known everywhere as the girdle in the SLIM tube.

*U.S.A. and Foreign Patents Pending

©1952 International Latex Corp'n ... PLAYTEX PARK ... Dover, Del. Playtex Ltd., Montreal, Canada



MITCHELL

ROOM AIR CONDITIONERS

give you more summer

COOLING

plus **heat** *for fall, winter and spring*

Only MITCHELL room air conditioners give you Dyna-Cooling for *instant summer heat relief* . . . delivering a sharp temperature drop to *cool, cool* comfort. You can select the weather you want as easily as dialing your radio with the exclusive MITCHELL Weath'r-Dial. *Live better . . . work better . . . feel better* with the only room air conditioner that gives you—*Dyna-Cooling* for blistering hot days . . . *Nite Cooling* for moderately warm days and nights . . . *Arid-Drying* on muggy, humid days. Then, too, a MITCHELL room air conditioner filters 99% of the dirt, dust and pollen out of the air. It ventilates, exhausts and *HEATS* . . . extra comfort *at no extra cost* for fall, winter and spring. MITCHELL is the quiet room air conditioner that *gives you all these features.*

Prices as low as $229.95. Get one today on the easiest of budget plans. Available in ⅓, ½, ¾ and 1 H.P. capacities. ALL MODELS INCLUDE HEAT AT NO EXTRA COST. Write today for free booklet about the dual-purpose MITCHELL room air conditioners.



There's a MITCHELL dealer in your neighborhood. Consult the classified pages of your telephone directory.

MITCHELL MANUFACTURING CO., 2534 Clybourn Ave., Chicago 14, Illinois

In Canada: Mitchell Manufacturing Co., Ltd., Toronto, Canada

LETTERS TO THE EDITORS

BRAINWASHING ORDEAL

Sirs:

I must say "Valley Forge GIs Tell of Their Brainwashing Ordeal" (LIFE, May 25) is a frightening, revealing story. May it help us to understand the feelings of these men. It has helped me to appreciate my freedoms and rights as an American.

NANCY MORSE

Reading, Mass.

Sirs:

My brother is in the same prison camp. . . . No matter how he acts, talks or feels when he returns, your article has made me more ready to understand and refrain from "everlasting questions." I am sure you have restored to many of us the faith we must continue to have in our boys. . . .

MRS. GEORGE J. HACK

Libertyville, Ill.

Sirs:

Your article was superb—so warm, so well presented and so informative. It's the kind of piece which makes you sit back and stare, wonder and hope. I will always look forward to any work done by William Brinkley.

L. SALVADOR GARCIA

Los Angeles, Calif.

Sirs:

It was something of a shock to note that a number of the men apparently succumbed. While this should not reflect on their loyalty and integrity, since the pressures—both subtle and overt—must have been terrific, one wonders whether our soldiers should not receive some ideological buttressing along with their military training.

WALTER O. TOFANI

Rego Park, N.Y.

Sirs:

Your fine reporting shows the limitations of science sealed against the human spirit. . . . The allegory of "The Apple and the Skunk," which was dreamed up by Private X, is a classic footnote on the contrast between a spiritual child of an Emerson, Whitman, Thoreau and the pupils of a Parlor.

D. F. GONZALO

Stockton, Calif.

FORD MEMORABILIA

Sirs:

The unidentified gentleman in the camping group picture ("A New Look at Ford," LIFE, May 25) with Ford, Harding and Edison is my grandfather, the late Rev. Dr. William F. Anderson, the Methodist Bishop of Boston. He had a favorite Ford story about that trip. My grandfather loved to get up at the crack of dawn. He used to stroll down to the brook and meet the great industrialist, who also liked to get up early, not to enjoy the solitude but to wash his socks. . . .



DR. ANDERSON

JEAN T. BANZHAF

Winter Park, Fla.

Sirs:

The picture of 13-year-old Edsel towing the sleds of neighboring children behind a 1906 Ford made me hunt a similar picture (*below*) which shows another auto inventor's child in Philadelphia doing the same stunt in 1900. My father, Charles E. Duryea, was the inventor of America's first gasoline automobile (1892). The car in this picture is a 1900 Duryea and I at 15 ("the first schoolgirl to drive") am the blurry person in the driver's seat.

RHEA DURYEA JOHNSON

Philadelphia, Pa.



FIRST SCHOOLGIRL DRIVER

Sirs:

James Cousens, Ford's wiliest ex-partner, once told how the company began its $5-a-day minimum wage: "I confess there was a time when I was not so keen about the rights and interests of the working man. I recall a winter day in 1914 when, because of a threatened I.W.W. strike, I ordered the discharge of several thousand workers of the Ford Motor Company, of which I was then general manager. I stood in the office window and saw these men milling about, outside the gates. It was bitterly cold and under these conditions I saw the hose turned on them. I got converted right there. After 48 hours of discussion, Henry Ford agreed to a raise of wages from $2.30 a day to $5. . . ."

REX HARGIS

Athens, Ga.



HENRY FORD'S DAWN SOCK-WASHING

CONTINUED ON PAGE 12



1916



1918



1920



1922



1924



1926



1928



1930



1932



1934



On Every New CHEVROLET Ever Since 1916

MILLIONS of Chevrolets have come off the assembly lines since AC and Chevrolet first got together in 1916. Those thirty-seven years of practical partnership have seen many changes, too . . . better roads, better automobiles, better spark plugs . . . AC Spark Plugs with famous patented *CORALOX* Insulator.

ACs, with patented *CORALOX* Insulator, make gas go farther because they fire smoother and stay clean longer than plugs with any previous type of insulator.

No matter what make or model car you are now driving, your next set of spark plugs should bear the AC name. You will stay with them from then on, too, when you discover how they improve your car's performance!



Original Equipment on nearly as many new cars as all other makes combined

AC SPARK PLUG DIVISION GENERAL MOTORS CORPORATION



1936



1939



1942



1946



1949



1953

ONLY

LEWYT

WORLD'S MOST MODERN VACUUM CLEANER

GIVES YOU

"NO DUST BAG TO EMPTY"

PLUS THESE

4 ADVANCED FEATURES



1 FAMOUS NO. 80 CARPET NOZZLE! Automatic comb-valve and floating brush whisk up lint, threads, even dog hairs—*all with less rug wear!*



2 PERIPHERAL SILENCER—NO ROAR! Hushes Lewyt to gentle hum! Nothing to fray nerves, upset baby's nap! Lewyt's the quietest cleaner of all!



3 ALLERGY-PROOF MICRO-DUST FILTER SYSTEM! Dust particles even smaller than 4/100,000 of an inch can't escape! Preferred by hospitals!



4 "POWER PORTS" FOR SUPER-SUCTION Over-size motor gets more embedded dirt! "Power Ports" prevent back-pressure that cuts down suction!



NO OTHER CLEANER GIVES YOU SO MUCH FOR YOUR MONEY!

- **No dust bag to empty!** Toss out extra-big paper "Speed Sak" a few times a year!
- **Swivels!** Reaches wall-to-wall from center of room! Cleans in 32-ft. radius from 1 outlet!
- **Comes with 10 attachments!** No extras to buy!
- **Sweeps floors,** tile; dusts blinds; renews fabrics; sprays paint, wax; de-moths closets!
- **Backed by Guarantee** and 60 years of precision manufacturing!
- **Dollar-for-dollar,** Lewyt's your best cleaner-buy! Your nearest dealer is under "vacuum cleaners" in phone book! See a demonstration *today!*

NEWS! **LEWYT officially endorsed by National Institute of Rug Cleaning!** Cleans your rugs daily. Have them professionally cleaned as least once a year by a professional rug cleaner.



WOW! **LEWYT rolls on—vacuums—sets rim all cleaning speed records!** Rolls on Lewyt, rolls over rugs, floors, slide on rubber skirted bumper assures lasting protection at small extra cost.

DO IT with LEWYT

Available at leading stores in CANADA

FREE! Write for colorful 16-page booklet, "Home Cleaning Made Easy!"

LEWYT CORPORATION, Vacuum Cleaner Division, 70 Broadway, Brooklyn 11, N. Y.

LETTERS TO THE EDITORS

CONTINUED

LUTHERAN CONTROVERSY

Sirs:

. . . Why would you, when you so often show such admirable spiritual insight in your editorials on the subject of religion, magnify the strange antics of a very small number of individuals, who once were associated with The Lutheran Church-Missouri Synod, into something newsworthy ("Battleground for a Religious War," LIFE, May 25)?

Certainly you must know of the strange behavior of the Flagellants in the Middle Ages and realize that times of tension such as these are likely to produce comparable forms of behavior today.

DR. O. A. GEISEMAN
Pastor
Grace Lutheran Church
River Forest, Ill.

Sirs:

The entire clergy and membership of The Lutheran Church-Missouri Synod (5,000 clergymen serving about one third of the six million Lutherans in the U.S. and Canada) are not engaged in the controversy which you described.

The Common Confession, to which the Chesterfield minority group objects, is a doctrinal agreement drawn up by the Missouri Synod and the American Lutheran Church, with explicit and forthright doctrine that any layman can understand. Its purpose is to bring about unity, that the two churches may "speak the same thing and be perfectly joined in one mind" (I Cor. 1:10).

Our clergy and lay people will not be diverted from their greater task of preaching the Gospel of JESUS CHRIST, and learning to live as followers of Christ, by the misguided tactics devised by a minority group in one congregation to put their cause before the public.

OSWALD C. J. HOFFMANN
Director of Public Relations
The Lutheran Church-
Missouri Synod
New York, N.Y.

Sirs:

As a member of the Orthodox Lutheran Conference, I'm glad you indicated the recent withdrawal from the Missouri Synod was due to the Synod's new doctrinal position, evidenced by the Common Confession of 1949. We feel that many Lutheran laymen have been ignorant of the real cause.

Orthodox Lutherans are not an isolated group of about 70 individuals near St. Louis. There are members who withdrew for the same reason in five other states. The Synod's new confession made it necessary for us to leave so as to remain faithful to our old confessions of God's word.

We do not consider ourselves "rebels," as you described us. We are "old Missourians" in doctrine and practice.

H. D. MENSING
Pastor
Peace Ev. Lutheran Church
Tinley Park, Ill.

Sirs:

. . . The individual's right to read the Bible for himself is a basic Protestant premise. But I hardly think any Bible passage can be found to give license to the hate, violence and bitterness which has engulfed this situation. When parishioners vandalize

CONTINUED ON PAGE 13



"AND WILL YOU PROMISE ALWAYS TO GIVE ME SOUP FOR LUNCH ?"

© '53 CAMPBELL SOUP COMPANY

For Dad on His Day



Cuff Links $9.00
Tie Holder $7.00
(plus tax)
In fine leatherette gift case

Distinguished looking matched set in simulated diamond and onyx. Krementz jewelry always looks richer...lasts much longer.

Krementz
FINE QUALITY JEWELRY
since 1866

BRACELETS • EARRINGS • NECKLACES • BROOCHES
FATHERS' EMBLEM • CUFF LINKS • TIE BARS • BELT BUCKLES
Available wherever fine jewelry is sold



Shower curtains $6.95 to $9.50



Raincoats $5.95 to $8.96



Bowl covers, food bags 49¢ to $2.25

IF THEY DON'T HAVE THE *Koroseal* LABEL THEY'RE NOT REAL KOROSEAL

BY **B.F.Goodrich**



Upholstery



Baby pants 69¢ to $1



Garment bags $2.50 to $4.95



Koroseal hose: $9.80 for 50 feet





FLOATWALL play ponds, $4.96 to $10.96

Koroseal makes light of hard work or play

Koroseal brings you and your family easier, better living

A GENTLEMAN no longer has to jump up to "lug the hose". Now his little woman can waltz across the lawn with 75 feet of it hung on one finger if she likes. It's that light; it's Koroseal—a third to a half lighter than ordinary rubber hose and still much stronger than ordinary plastic hose. And no need to carry it around as much because you don't have to haul it out of the sun nor lift it up to drain it—leave it out all year if you like—sun and weather won't harm Koroseal. In beautiful red or green.

And that "Floatwall" play pond—that "backyard seashore"—is Koroseal, too, made a special way. No frame for youngsters to bang against. No pump needed—just a few puffs of air, and the walls actually float, and rise with the waves to reduce splashing. To get this important construction ask for it by name—Koroseal "FLOATWALL".

Koroseal flexible material makes dozens of other things, too. All are easily washed (soap and water make Koroseal upholstery as clean as new again) in spite of children's shoes, spilled food, muddy paws.

And Koroseal stands long, hard wear, in aprons, curtains, raincoats, baby pants, crib sheets—everything.

Koroseal flexible material can be made soft or hard, thin or thick, and in any color or form. It is permanently waterproof and proof against most of the things that stain and soil and wear out other materials.

But to be sure you get *all* these Koroseal advantages, look for the Koroseal label. If they don't have the label they're not real Koroseal. *The B. F. Goodrich Company, Akron, Ohio.*

Trade Mark—Reg. U. S. Pat. Off.

Koroseal

FLEXIBLE MATERIALS BY

B.F.Goodrich

Never anything like it!

CROSLEY

PORTABLE CLOCK RADIO





Crosley's newest portables are proudly named "Skymaster" and "Skyrocket" for Douglas Aircraft's pace-setting planes.

CROSLEY "SKYMASTER" HAS ITS OWN GENUINE COWHIDE CARRY CASE. Cleverest carry case ever designed! Lets you reach the dials—tune the radio as it lightly swings from your shoulder. Made of genuine top-grade leather with a costly "hand-stitched" look, in fashion-right rich russet shade. Available at slight extra cost.

THE SENSATIONAL NEW CROSLEY *Skymaster* COSTS ONLY $39.95* Less batteries

Be the first in your group to own this exciting portable *clock* radio!

Have music wherever you go—lolling in a hammock, out camping, or down by the seashore! Leave your expensive watch at home; this Crosley portable has its own accurate clock. Set it—and your favorite program comes on automatically. Take a sunbath; a special bell alarm calls you any moment you say.

The Crosley "Skymaster" is a beauty! And though it's scarcely bigger than a book, the speaker is *two and a half times larger* than most personal portables. You know that means far better tone. An Indoor-Outdoor Switch gives you greater clarity outdoors. And you get more playing time. Thanks to a special Power-Saver Switch, one set of batteries will last *through an entire season* with average use!

Five dazzling colors: Red, Black, Chartreuse, Blue, Green.

Crosley Division AVCO Manufacturing Corporation Cincinnati 25, Ohio

LOOK AT ALL THE OTHER WONDERFUL, COLORFUL CROSLEY RADIOS



CROSLEY "SKYROCKET"—PORTABLE Strong, clear tone wherever you go. Smartly styled. Wonderfully low priced. Less batteries. $29.95*



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LETTERS TO THE EDITORS

CONTINUED

the church building and physically beat one another, we are certainly far afield from Christian life.

RUDOLF SAHLKE

Troy, N.Y.

Sirs:

A similar dispute occurred at the Calvinist (Reformed) Church in Philadelphia in 1750 between two opposing factions led by their respective ministers, Schlatter and Steiner. One Sunday Steiner, holding a service in the church, was rudely interrupted by Schlatter's group. Schlatter demanded: "'. . . before God, you must come down out of my pulpit." Steiner retorted that he did not consider Schlatter God's ambassador and stayed put. Schlatter began to preach from the floor. Steiner's faction drowned out his voice by singing a verse from the 110th Psalm: "Deliver me, O Lord, from this evil . . . violent man." Both groups then began singing loudly and belligerently. Before the service had ended Steiner's group had broken forth into song six times, while intruder Schlatter and his men used the device no less than 18 times. The dispute was finally settled by a jury of five Quakers and one Episcopalian who awarded the church to Schlatter.

ANDREW S. BERKEY

Pennsburg, Pa.

Sirs:

There have always been persons who let themselves become distracted from the spiritual realities which unite all religions. But there is actually more real unanimity among various Christian sects in the U.S. than ever before. A clearer grasp of the ideals of Christ is causing old doctrinal disputes to fade into unprecedented obscurity. . . .

PATRICIA BEYER

Webster Groves, Mo.

SMOKES, COOL AND HOT

Sirs:

Your picture of the Gurkha corporal's "King-Size Fist Filter" (LIFE, May 25) prompted me to send you this one (*below*) of a Philippine Negrito woman. Her people smoke their cigars and cigarettes with the lighted



PHILIPPINE FILTER

end inside their mouths. Like the corporal, they have a theory that their method filters their smoke, but as far as I've observed it only turns the roofs of their mouths black.

EARL W. CAVIN

Del Paso Heights, Calif.

CONTINUED ON NEXT PAGE



"Look! We got Pop to switch to Kentucky Club —the thoroughbred of pipe tobaccos."

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LETTERS TO THE EDITORS

CONTINUED

DADA NOSTALGIA

Sirs:

How perceptive of Man Ray to arm his Dada iron with tacks ("Speaking of Dada," LIFE, May 25). Having ironed countless shirts for the men in my life, I can think of no more appropriate symbol of feminine frustration. The tacks reveal how a woman hopes a shirt will feel against the tender male epidermis after she's spent an hour ironing it.

PATLINE LEADER

Bennington, Vt.

YOGA DENTISTRY

Sirs:

P. Y. Jayade's "Painless Pulling, Yoga Style" (LIFE, May 25) violates the most basic principles of exodontia. He fails to protect tongue and cheeks from his forceps; his patients' bodies are not supported; he is out of position to apply leverage; his circus-style performance is likely to fracture the crown of a tooth, leaving its root behind. I cannot evaluate Yoga as a form of local anesthesia. But judging from the young lady's eyes and the tense position of her left hand, I suspect she feels pain. The elderly lady can afford to be relaxed. It seems probable her upper molar had previously been loosened by pyorrhea.

SIDNEY SCHAIR, D.D.S.

New York, N.Y.

Sirs:

I've faithfully kept your magazine in my waiting room all these years. But what dentist in his right mind would allow this article within a patient's reach?

WAYNE A. BUCHER, D.D.S.

Lansdale, Pa.

COVER

Sirs:

That Baal-worshiping cover of Marilyn Monroe and Jane Russell (LIFE, May 25) is the clearest exposure so far of your pagan publications and what they stand for. May the TIME-LIFE come when we have some Christian publications on our newsstands.

JOHN CHAPPLE
Editor

Ashland *Daily Press*
Ashland, Wis.

Sirs:

Commendations on your cover's exquisite color and arrangement.

HUGH COWHIG

Worcester, Mass.

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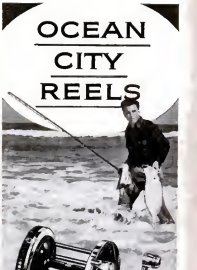
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We think you will be interested in a message that was sent recently to the share owners of the American Telephone and Telegraph Company by its Board of Directors.

A message from the Board of Directors of the American Telephone and Telegraph Company

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"The success of the business depends on the people in it. To serve well and prosper the Company must attract and keep capable employees. They must be well paid and have opportunity to advance in accordance with ability. And we must continually develop first-rate leaders for the future.

"Finally, it seems to us that it is always our duty to act for the long run. Sound financing, good earnings, reasonable and regular dividends—these are all long-term projects.

"So is our continual research to find better means for giving better telephone service. So is the building of the human organization and character on which good service depends. So is the training of leaders. In all our undertakings, the long view is essential.

"This is the way we understand the trust you have placed in us. It is a trust that deserves, and will continue to receive, the most painstaking care we can give it."



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SPEAKING OF PICTURES...

. . . Underwater photos show fish-catching cormorant at his old and thankless job



For 2,000 years commercial fishermen in the Orient have used diving sea birds called cormorants to do their fishing for them. Not long ago a Japanese photographer, using an aquarium, showed how these long-necked, web-footed birds actually catch fish under the water.

The tame cormorant is a patient fool who eats only a few of the trout it catches. Spotting a fish (*opposite page*), the bird hungrily grabs it in its hooked beak (*above*). But a loose metal ring around the neck prevents it from swallowing the fish, and a cord yanks it back to the owner who removes the fish and throws the hungry bird back to begin again its unending task. To keep up interest, the cormorant is occasionally allowed to eat some of the fish. Since its neck is undamaged by the work, all that gets hurt is the cormorant's feelings, if it has any.

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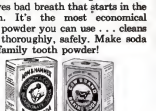
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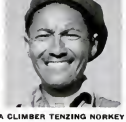
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NEW ZEALAND'S MOUNTAIN CLIMBER E. P. HILLARY, THE SUMMIT OF MOUNT EVEREST AND SHERPA CLIMBER TENZING NORKEY

DANGEROUS LIVING BY EDITORS AND CLIMBERS

There is always a chance that an editor might fall off his chair, but if he works in the unpredictable area of current events he has a more frightening way of living dangerously. He might miss a deadline.

The safe way is not to promise a given item for a specific time unless it is in hand. In the case of LIFE, which has to rely on concrete objects, pictures have to arrive physically, which puts us at the mercy of storms that buffet and fogs that ground airplanes. So we felt like hardened gamblers last week when our publisher, surrounding himself with *ifs*, said that we *might* bring you a unique report, in color, of the coronation.

This seems to have worked out, so the editors have turned their thoughts to another gamble. A year ago we felt that someone was going to climb the highest peak in the world soon, so we invested (with the *Times* of London, which has been backing Everest expeditions for 33 years) in the Swiss attempt (LIFE, Jan. 19). We also strung along with our British colleagues in the recent successful expedition.

But there are still some missing links. Living more dangerously than most editors would dream of, Edmond P. Hillary, a New Zealand beekeeper, and Tenzing Norkey, the famous Sherpa guide, reached the summit May 29. Colonel H. C. J. Hunt, expedition chief, sent the good word out by native runner in time for a coronation present. Presumably Colonel Hunt's 395-man expedition now is making its tortuous way back down Everest, back to the land of telegraph and airplane, and some week soon, if the mountaineers' photographic ability matched their climbing skill, LIFE's readers may share the at-long-last conquest of what the Tibetans call the "Goddess Mother of the World."

At the moment, though, we have heard only that a runner has left the expedition en route for Katmandu, Nepal. So we're not saying yet when it will reach you.

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32—SMITH, REESED
33—COMBINE—TOPICAL PRESS—GUY DYNO
34, 35—JAMES JABSCHE—ILLUSTRATED—RALPH CRANE, DAVID MOORE, WERNER BISCHOF from MAGNUM, CARL MYDANS—KEMSLEY PICTURE SERVICE—RALPH CRANE (2), LUCY RICKER FOR LOUISVILLE COURIER-JOURNAL, K.P.A., INT. (2), U.P.
36, 37—THOMAS D. MCAVOY, INT, LT. LARRY BURROWS, WERNER BISCHOF from MAGNUM
40—GORDON PARKS—FLYING OFFICER ED BLAKE FOR RCAF, ALLAN GRANT, NBC—PETER STACKPOLE, IRVING HABERMAN FOR CBS—YALE JOEL, ALLAN GRANT
41—INC., GORDON PARKS, PETER STACKPOLE, INC., © THE LONDON TIMES, ALLAN GRANT—FLYING OFFICER ED BLAKE FOR RCAF—YALE JOEL—PETER STACKPOLE
42—ALLAN GRANT FOR
43—FARRY SCHIESCHKEL
44—ARTHUR SCOTT
45—R. LEN DU VAL—U.P.—U.P.
46, 47—KOSTI RUOHOMAA from B.S. (2), BURTON GLINN—WERNER BISCHOF from MAGNUM (3)
50—WALTER SANDELL
54—MARK KAUFFMAN—AGIP
56—A.P.—OCEAN GOVLER FOR the DENVER POST
57—ALLAN GRANT—ACME
61, 62, 70—LISA LARSEN
73 through 82—JOE ENGBERG FOR CAL-PICTURES
85, 86—JOE MUNROE
89, 90, 92—ALFRED EISENSTAEDT
93, 94, 98—PAUL B. HUBER
95, 96, 97—ALLAN GRANT FOR REAL-INTERNATIONAL
100—UNIVERSAL-INTERNATIONAL
101—UNIVERSAL-INTERNATIONAL, EDS. BRT, EDWARD CLARK
102—UNIVERSAL-INTERNATIONAL
113—MARY VAN NICS
114, 115—DRAWINGS BY ROBERT BRUCE, VISSEY PHOTOS JOE SCHESCHKEL
116—MARY VAN NICS
117—DRAWINGS BY ELMER SMITH—JOE CLARK
118—DAVID NAS NES—JOE CLARK
125—A.P.
126, 127—ARMY PHOTO BY SGT. C. W. CLEAVENGER JR.
128—WERNER BISCHOF from MAGNUM
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136—CCA UNIVERSITY OF ILLINOIS MRT. W. EUGENE SMITH
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138, 139, 140—W. EUGENE SMITH
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168—MARGARET BOURKE-WHITE—WALLACE KIRKLAND—NANCY SAUNDERS
171—WALLACE KIRKLAND
172—ST. LOUIS POST-DISPATCH FROM B.S.

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REVERENTLY AND JUBILANTLY

BRITAIN CROWNS ELIZABETH II

Last week, solemnly, fervently, yet in a happy delirium of pride, affection and faith in a good omen, Great Britain crowned Elizabeth II, its 55th monarch and eighth queen regnant since 871 A.D.

In essence an act of religious consecration, the coronation came to climax when the Archbishop of Canterbury triumphantly raised St. Edward's Crown (*opposite page*), then lowered its burden of obligation upon the young queen's head. Only 7,500 of the mightiest and most privileged witnessed this rite in tall and narrow old Westminster Abbey. But the archbishop's words, "God crown you with a crown of glory and righteousness," went out to all her subjects, heralded by cannon and bells.

For Britons here was a queen attended with all the glories of England's past, and so much the vision of what a queen should be (*below*) that England believed she must bring a new, golden Elizabethan Age. Buoyant with happiness and hope, drenched but never dispirited by wretched weather, the English cut loose in a gigantic spree. In hamlets they festively roasted whole oxen. In London they jammed the streets by millions to dance, drink and sing.

But next day the London *Times* somberly took England to task. "The main reason why Britain has not yet prospered sufficiently to lift herself above the safety line is that the people . . . have not yet had the will to prosper," said the Thunderer in a stern editorial. "Present ease is being subsidized by future penury. . . . The British people have had a holiday from reality long enough."



AT HER ENTRY TO ABBEY queen is escorted past dais by Bishops of Durham (*left*) and Bath and Wells (*right*). Six maids of honor carry train.

AT MOMENT OF CROWNING the archbishop stands before Elizabeth at St. Edward's Chair (*center*) in Abbey sanctuary. Left foreground is the two-tiered royal gallery. In south transept (*center, left*) which adjoins Poet's Corner stand peers. Foreign dignitaries sit in choir stalls behind dais. Above them in gallery (*left*) are guests and behind, on organ loft, are orchestra and trumpeters.

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PEERS AND PEERESSES file into Abbey along covered walk separated from the public stand above. Among them is the Viscountess Cowdray (with husband, behind and at right of policeman) who was only a secretary until marriage three months ago. U.S. Admiral Robert Carney (*front row, right*) sits among spectators.



PRIME MINISTER, in the robe of Knight of Garter, goes under cover.

CORONATION MADE ALBUM FIT FOR A QUEEN

Almost all the royalty and nobility of England took part in this vast pageant to be seen in their magnificence as well as to see their queen crowned. Yet, for all its grandeur, there were moments which made the coronation a family affair. Elizabeth's mother was there, occasionally crying. The queen herself seemed moved when her husband, the Duke of Edinburgh, bent the knee before her and swore his faith as liege man. And she smiled when she saw her son Charles, wide-eyed and fingers in mouth, gazing at her in awe. These were pictures which any queen might treasure in the album of her reign. Such a treasure, too, is the album of photographs of color and black and white with which LIFE captures the highlights of the coronation.



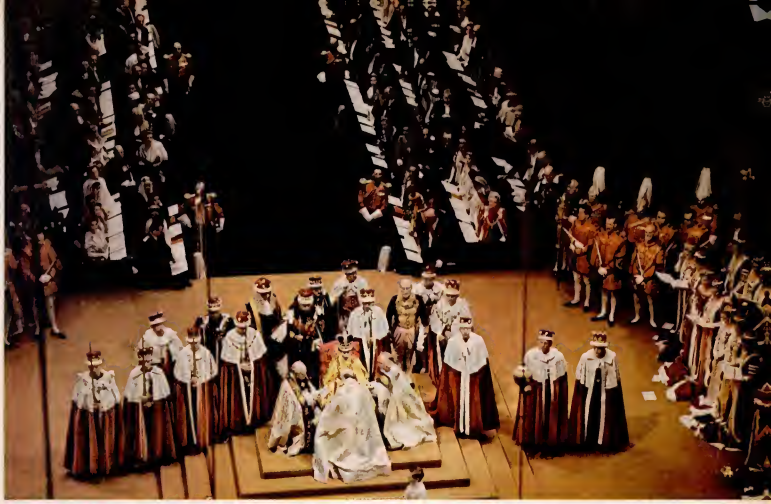
PRINCE CHARLES worries grandmother, aunt as fingers go to mouth.



DUKE OF EDINBURGH bends to kiss wife in paying homage to queen.



QUEEN MOTHER, wearing Garter ribbon, beams after the ceremonies.



RECEIVING HOMAGE, queen hears Archbishop of Canterbury swear "faith and truth" as Bishops of Durham and of Bath and Wells kneel at either side. Coroneted bearers of regalia in crimson and ermine robes are ranked across dais. At back on both sides are foreign representatives. At right are heralds and peeresses.

LEAVING THE ABBEY, the queen has entered the golden state coach drawn up before the doorway to Abbey's temporary annex. Her maids of honor stand at the coach door, and mounted officers wait to escort her. Ranked in the foreground stand contingents of Royal Air Force (*at left*) and Brigade of Guards.





FROM REGENT STREET parade enters Piccadilly Circus. First come 7th Hussars and Life Guards bands, Marines band (at traffic island), then Marines, Navy,



ENTERING MARBLE ARCH along the rain-slicked pavement, procession divides to negotiate Cumberland Gate (decorated top of arch fills foreground).



ON BUCKINGHAM BALCONY the queen, still wearing the Imperial State Crown, appears soon after her return from Westminster Abbey to watch a Royal Air Force demonstration. Beside her (to the right) is the royal family: her son Charles, the Duke of Cornwall; daughter Princess Anne; husband, the Duke of Edinburgh; her mother, Queen Elizabeth; and (standing slightly apart) Princess Margaret. Arrayed with Elizabeth's own family and slightly to the rear are the princes and princesses of the blood royal and attendants. They are (from the left): the Duchess of Gloucester; Mary, the Princess Royal (the queen's aunt);



Three deltalike streams are formed by Royal Navy. Bringing up rear in East Carriage Road, troops of Brigade of Guards march out of lush greenery of Hyde Park.



IN PICCADILLY, Royal Signal Corps officer waves Air Force marchers ahead with a striped paddle. Parade was timed and directed by 12 such signal stations.



the queen's maids of honor: Lady Rosemary Spencer-Churchill, Lady Moyra Hamilton, Lady Jane Heathcote-Drummond-Willoughby, Lady Anne Coke, Lady Mary Baillie-Hamilton and Lady Jane Vane-Tempest-Stewart; the Queen Mother's four pages (at left and right of queen's shoulders, behind Charles and at Edinburgh's right); the Duke of Gloucester (half hidden by Edinburgh's left shoulder); Princess Margaret's trainbearer, Miss Iris Peake (between Queen Mother and Margaret); Gloucester's sons, Prince Richard and Prince William; the Duchess of Kent and her three children, Prince Michael, Princess Alexandra, the Duke of Kent.

CONTINUED ON NEXT PAGE



PROCESSION'S END brings the troops and bands, after marching over five miles, wheeling out of the Mall into the circular plaza before Buckingham Palace. The arch is one of four built of tubular steel which bears, profiled in steel and wire mesh 65 feet above the ground, the lion and unicorn of the British crest.

DAY'S END blazes with celebrational fireworks. Taken over Thames, picture shows rockets shimmering above Lambeth. In foreground is Cleopatra's Needle and beyond it, railroad bridge, then lighted Westminster Bridge. In right background are Big Ben (lighted up) and Victoria Tower behind Houses of Parliament.





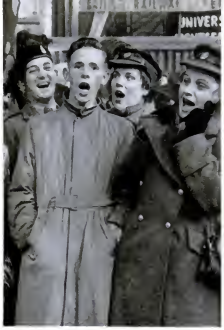
PLAINTIVE PEERS hustle from Abbey while keeping coronets in place, as shower catches them. They tuck up robes but seem unconcerned about ermine, which in many cases was rabbit.



HAPPY COUPLE reaches home in Buckingham Palace after six hours of parade and ceremony. She carries orb of Christian sovereignty, scepter of power and justice, and wears the Imperial Crown of State. Her husband is uniformed as admiral of fleet.



FIREWORK FACES beam across the Thames as, with coming of darkness, London turns to its festival. Charles, Elizabeth, Philip and Anne blaze brighter than the light on Waterloo Station at left.



CHORISTERS, facing a wet night's waiting, are singing in the rain along the coronation parade route.



HUDDLERS, bundled under blankets and plastic ponchos, stick together on curb in Trafalgar Square.



MUNCHERS, soldiers stationed at Hyde Park Corner, take their sandwich rations by the numbers.



SEA OF PAPER PERISCOPES RISES ABOVE OCEAN OF HUMANITY AS QUEEN PASSES THROUGH TRAFALGAR SQUARE. A FEW, FACING REAR, HOLD UP MIRRORS. HERE

MAHARAJA of Faridkot pilots partner at gala coronation ball for 1,400.





GENERAL, George Marshall, takes turn dancing at ball in Savoy Hotel.



PLUMED CHIEF, Mogogo of Tanganyika, bars woman's view with hat.

ROBED CHIEF, Marealle, in leopard skin, holds wreath for war dead.





BALANCER, girl in slacks, gets eye-level lift from a discarded stout bottle.



SHOUTERS raise a cheer as the queen's procession comes along at last, almost out of view from their side-street position. Woman in center is using periscope.



PROPER BRITON keeps his hat respectfully in his hand as queen passes.



THEY STOOD 150 DEEP, THE GREATEST CONCENTRATION ALONG THE ROUTE

ONLOOKERS ARE ACTORS TOO

Even if they had never seen the queen—which many succeeded in doing only through periscopes—the coronation throngs would have found plenty to look at, exclaim over and even occasionally to laugh at or with. Indeed they needed laughter. Beginning to mass on the sidewalks as much as 48 hours before the coronation, they had a wet, freezing cold ordeal. It was made even worse by a 3 a.m. police confiscation of chairs, stools and sheltering boxes which, it was felt, would be dangerous in the next day's crush. Before the coronation was over there were 5,500 casualties among the spectators, mostly fainings.

From around the world came the illustrious and the exotic to make a rich and gaudy show as a backdrop for the queen. Among them were generals, including Omar Bradley and George Marshall from the U.S., sultans and sheiks, maharajas and African chiefs, potentates and princes, including Crown Prince Akihito of Japan, and even a delegate from the arch-enemy of royalty—Yakov Malik, ambassador from Russia. Out of this assembly of glamour, the greatest mass of it in one place and time since World War II, the crowd's favorite was a 6-foot 3-inch queen from the South Seas. She was Queen Salote of the Tongas, who won the throng's heart by riding in the procession in an open carriage, undismayed by rain.

The coronation seemed to leave nobody lonely or downhearted, except perhaps a single couple. They were Elizabeth's uncle, David Windsor, and his wife who, in a way, were responsible for the whole situation.



QUEEN of Tongas, Salote, wearing Order of British Empire and a feather, goes smiling through showers.

SULTAN of Zanzibar, with his sultana wearing veil over her head, rides in open carriage after rain stops.





WINDSORS, absorbed, see the coronation on television as the guests of Mrs. Margaret Biddle in Paris.

CONTINUED ON NEXT PAGE

OX-ROASTING CEREMONY IN REMOTE CORNISH VILLAGE

American cartoonist finds St. Keverne rejoicing loyally, spiritually—and gustatorially

Sketched and written for LIFE by BILL MAULDIN

Cornwall, which makes up the southwestern tip of the British Isles, is about as far from London as you can get without leaving England. Cornishmen, by and large, are a sturdy, proud and reserved people, most of them farmers or fishermen, who regard residents of the next village as "furriners"—at least that's the way the word sounded to me—and London as the end of the earth.

I went down there to see how the coronation affected them and ended up in the farming village of St. Keverne on the coast of an odd-shaped peninsula called the Lizard. The village contains a population of 300, two pubs and a 12th Century church.

St. Keverne's coronation day plans were the center of great interest for miles around because the village was going to roast an ox. You must remember that every Briton, man, woman and child, is on a strict meat ration which will buy approximately one half pound per person per week. The ration is in force among livestock owners as well as city dwellers. The Cornish farmer has had to learn vegetarianism the same as the Cockney in East London. If anything, it is harder on the farmer than on the Londoner because every time he sits down to his plateful of cabbage he gazes out the window upon a pasture full of beef on the hoof.

It occurred to a number of farming communities that the coronation offered a fine chance to whet up the knives and gorge away the memory of these many years of meat-short war and austerity. After all, roasting an ox for public consumption was a traditional feature of such celebrations in England for hundreds and hundreds of years. Requests for slaughtering permits began pouring in to the government from villages all over the country. It began to look as if a large portion of the nation's bitterly guarded meat reserve might disappear in one gory day. To prevent this ghastly slaughter the Food Ministry ruled that any town with a tradition of celebrating crownings with roastings could roast again—*if* they could show that they cooked an ox for the last king in the unrationed year of 1937. In all the United Kingdom only 82 communities qualified and St. Keverne was the only village in West Cornwall to do so. Another town on the Lizard got a pig permit, but what was that compared to an ox?



DRIVING to village for coronation day, Cornishmen use any vehicle available, even tractors, which choke the narrow lanes.

At 6 o'clock on the cold, overcast morning of coronation day the steer was spitted in the village square under the stone wall surrounding the church and the fire was ceremoniously lit. All the neighborhood butchers officiated. Two tons of firewood had been hand-cut and stacked by a volunteer committee of leading citizens. Stokers for the fire were the three local blacksmiths. The concrete block support for the spit and the firepit were the handiwork of a local mason and his two sons.

When the roasting began it was thought that the meat would divide out to almost a half pound per parishioner. By 9 o'clock in the morning the narrow-hedged lanes leading into St. Keverne were clogged with cars, bicycles, tractors and motorcycles. Residents on the edge of the village opened the gates to their fields to make car parks. St. Keverne began to note with some consternation that fully half the vehicles were not from the parish, but belonged to "flippin' furriners," some of whom came from as far as Helston, which is six miles away.

By 11 o'clock more than 2,000 people were in the tiny square and every eye was on the roast. Already the quota was down to a quarter pound per person and still more people were coming. Queues began to form, although the first cutting wasn't scheduled until one o'clock.

There was a hurried consultation among the citizenry. The extra division of the beef wasn't so bad in itself—even a quarter pound is a good chunk and the equivalent of an extra half week's ration at once. The thorny part was that the steer had been paid for by local subscription and it was unthinkable that all these strangers should get away with free-loading. It is a serious crime to sell unrationed meat, but they worked out a solution. Although every foreigner got his meat free he had to take a slice of bread with it and the bread cost a shilling.

"It's an eccentric country," said Mr. William Milburn, the sanitary inspector who had officially okayed the ox for human consumption. "They make all these laws and then for each law they make a way to get around it."

The press of people around the ox soon grew so tight that only the heat of the fire kept them from crowding right into it. Children sat perilously on the edge of the church wall above the spit and sniffed the fumes. "Pity the queen's so young," said an unfeeling young gentleman wearing a school beanie. "Shan't see another of these for about 50 years."

At 11:45 the church bells started ringing out over the square and a hundred or so people,



DECORATING becomes a patriotic enterprise in St. Keverne. Banners and bunting are hung in the streets and all dwellings are thoroughly spruced up.



LISTENING in church to broadcast of Abbey ceremony, villagers watch as the vicar tinkers with a screwdriver to keep his rickety radio in operation.



WAITING hungrily for the first serving of roasted ox, crowd presses close on the important functionaries of the day: butchers officiating at the spit in traditional manner.

mostly ladies, detached themselves from the ox's still-widening circle of admirers and went in for the service. The sky was threatening and the temperature was in the mid-50s, but Mrs. Mollie Good, a chipper little lady of about 60, who had ignored the roast and was one of the minority concerned only with the solemnity of the occasion, assured me that at 12:30, the time of coronation, it would be "queen's weather." "That sweet girl deserves the best," Mrs. Good said, "and she shall have it."

At 12:00 o'clock the vicar said a short prayer for the queen. The minister, the Rev. Harold Garner, read a bit of the Bible pertaining to royalty. Then we all stood and sang *God Save the Queen*. The last word came out something like "quing" because fully half the congregation still sang "king" from habit. Cornishmen are slow to change.

The vicar then turned on a radio for the BBC broadcast from Westminster Abbey. It was a very moving moment in the St. Keverne church when the actual crowning took place. There was a reverent hush among the people on the benches. Immediately after the crowning, the vicar snapped the radio off and the bell ringers under the tower began yanking wildly at every rope in sight.

Outside in the square I found Mrs. Good's faith justified. The sun came out for a full half hour.

I had expected to see some sign of cheering and tossing of caps as the bells announced the moment the world had been waiting for, but it is my painful duty to report that the ox still dominated the stage. In the White Hart, the village's leading pub, I worked my way through the pack of customers and found the proprietor racing up and down the long bar dispensing beer. (He sold 125 dozen bottles and seven kilds, 18 imperial gallons each, of draught during the day.) I asked him if there had been any sign of cheering when the bells began ringing.

"Bells?" he said, "what bells? Good Lord, has she been crowned already? Can't hear a thing in this crowd." I listened, and even though I knew the bells were still clamoring only a few yards away across the square, I couldn't hear a flippin' thing.

There was a commotion in the square as the carving began and those who weren't in one of the queues quickly got into line.

"Damn waste of good meat," I heard a coast guardsman say. "That's no way to cook beef."

By midafternoon the ox was all gone. The charred and bare spit hung greasily over the coals, and it became the queen's day, with a tea for the weary, games and dances for the young with music by the St. Keverne Silver Band. At 9:00 the people gathered loyally in houses with radios to hear Elizabeth II speak.

A man from nearby Porthoustock explained the village's earlier seeming lack of interest in the crowning. "You couldn't expect," he said, "a young girl who might weigh eight stone (112 pounds) wringing wet to compete with a hulking brute like that."



SCHEDULE of events on poster includes old-style "Furry Dance," a Cornwall type of festival dancing through the streets and in and out of houses and shops along the way.

CONTINUED ON NEXT PAGE

GAY AND GIDDY LONDON TOPPLES OFF BALANCE







PAY-OFF for the sailor on lamppost (shown in sequence across pages) is clinch with girl (*left*). He keeps both balance and a good kissing position.

BAR (*right*) in Cockspur Street is the pedestal of mounted statue of George III. Here, between drinks, repose waiting bottles of champagne, gin and beer.





IRISH JIG, to an impromptu pipe band, sets two soldiers jumping on The Strand. All this gay romping in London took place on coronation night.



BELLE of the ball on The Strand, near the Savoy hotel, is a lady of some maturity, who cuts a frolicsome caper with knickered young dance partner.





STRUGGLE for a lamppost vantage point in Piccadilly is waged between sailor and civilian. Civilian starts boldly (*top left*), splits his trousers, holds frantically, finally slides.

CONTINUED ON NEXT PAGE

THE GREAT TRANSATLANTIC TV RACE

To be first on America's television screens with the coronation story, the two biggest U.S. networks all but knocked themselves out. Both NBC and CBS arranged to have the films, their own and the British Broadcasting Company's, shipped across the ocean by RAF jet bombers. Souped-up F-51s were hired to pick up the pictures in Labrador and rush them in to Boston. NBC installed special apparatus on Long Island in wild hopes of picking up the British television signals straight from London via an atmospheric freak; and it hired a Canberra jet bomber owned by the Venezuelan government for a secret nonstop flight to Boston. A third network, ABC, took things easy. It planned to carry the Canadian Broadcasting Company's show but only in the evening. By late morning the race was on. By 4:30 in the afternoon, after a series of accidents, snafus and hasty deals, New York was watching a coronation show on all three networks that did TV credit. But the great transatlantic TV race itself had wound up with NBC forced to cut in on the Canadian network and CBS on the freight by a few minutes.



1 As day broke at Riverhead, N.Y., NBC special equipment tried to get London TV broadcast.



5 At Labrador, CBS pilot, Joe De Bona, gets a handshake in F-51 from rival Stanley Reaver.



6 At Boston at 3 p.m. NBC executives huddle. Their F-51 is flying well behind the CBS plane.



7 Stymied, NBC's Jack Barry, under table with phone, arranges to pick up Canadian broadcast.



11 CBS's Henry Grossman happily hustles the film into post, erroneously sure that his side won.



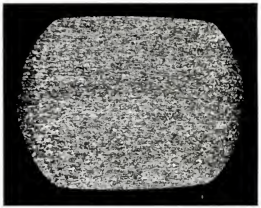
12 Puzzled by what looks like real thing on NBC screen, Jack Van Volkenburg, CBS's TV chief, turns up set to hear better while CBS shows itself threading the coronation film into the projectors.



14 CBS finally gets on air with coronation pictures. Rivals are 10 minutes ahead at Abbey.



15 NBC's Pilot Reaver gets loyal reception when he finally reaches Boston 24 minutes after CBS's De Bona. His flight was in vain since his network was already picking up Canada's broadcast.



2 For seven hours NBC tried to monitor the British TV broadcast. But this is all that it ever got on its screen.



3 J. W. Hackett started out in NBC's secret jet plane, had to turn back.



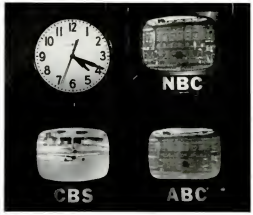
4 In Labrador at 1:45 p.m. a bomber (*left*) carrying coronation films transfers them to Canadian, U.S. planes.



8 In CBS control room at Boston excitement mounts. Everyone is sure of victory. Directors shout instructions.



9 Tommy Thompson of CBS chortles with glee as his F-51 nears.



10 On New York monitoring board, the CBS plane lands. Other networks show start of the coronation parade.



13 The horrid truth dawns at last. Surrounded by Columbia vice presidents and advertising men, Van Volkenburg (light suit) stares in dejection at NBC channel broadcasting via Canada.



18 CBS's Hubbell Robinson (foreground) waits his edited film which arrived barely in time for the broadcast.



16 Despite his late arrival, Reaver receives a quick interview from NBC's Ben Grauer.



17 In the evening NBC exults again when its own edited film arrives early from London.

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CORONATION PORTRAIT shows queen against Photographer Cecil Beaton's backdrop depicting St. George's chapel at Windsor Castle. She wears Imperial Crown and armils (gold bracelets of sincerity and wisdom). By tradition, scepter with cross is carried in right hand and orb in left. Her white gown has emblems of commonwealth countries embroidered in gold, silver, pearls, silk. Purple Robe of State—22 feet long—was especially woven, will not be worn again.

QUEEN AND CONSORT COME TO BUCKINGHAM'S BALCONY FOR LAST TIME ON CORONATION NIGHT —▶





TENTATIVE PASS at Sheba Sheik is attempted by Nixon as he stands outside and gingerly reaches an arm through bars of the cage.

FLIRTING WITH DANGER

Dick Nixon chooses to beard lion and the photographers

A man just a heartbeat from the presidency is treated tenderly by almost everyone—except lions and photographers. Last week, at a Saints and Sinners party in Washington, Dick Nixon ran afoul of both at once and was euchred into risking his important neck. Seated sourly in a cage at the party was Sheba Sheik, a lion unable to distinguish between presidential timber and more edible human material. Also in the cage were photographers, unabashed by Nixon's high office and scornful of the lion. They yelled at Nixon to come in and pat the beast. Nixon hesitated. "He's afraid," said the host. "He's been told not to," countered a friend. Finally the Vice President decided to beard both the photographers and the lion and went through the performance shown here.



RAPID RECOIL results when the vice president, who has now entered the lion's cage, yanks back his hand as Sheba Sheik suddenly growls angrily.

CAREFUL CARESS is triumphantly bestowed at last on Sheba Sheik, 18, a movie lion who has appeared with Tarzan and tries to look ferocious.



MEETING WITH DANGER

Trying to pass in channel, two tankers crash at night

The oil tankers *Pan-Massachusetts* and *Phoenix*, both owned by National Bulk Carriers Inc. of New York, were approaching each other in the Delaware River on a clear night after midnight last week. As they prepared to pass, the ships got into a mixup in signals and suddenly the *Pan-Massachusetts* rammed the *Phoenix* amidships. As most of the men aboard the ships climbed into lifeboats or leaped into the water to be picked up by small boats, the *Phoenix*, carrying ballast, was rocked by three violent explosions and then broke in two. Before she sank, her flames spread to the *Pan-Mass*, igniting the 150,000 barrels of high octane gasoline aboard. In a sheet of fire the *Pan-Massachusetts* finally came to rest where she was expected to smolder and burn for a week.



EXPLOSION engulfs *Phoenix*. Although the ship's tank compartments were empty, fumes from previous cargoes caused explosions.



GASOLINE-FED FLAMES beyond marshy river's edge light up sinking *Phoenix* (*left*) and *Pan-Massachusetts*. Explosions could be heard 20 miles.

FIVE HOURS after crash *Pan-Mass* burns vigorously while *Phoenix* rests on Delaware bottom. Of 86 men aboard the ships, four were dead or missing.





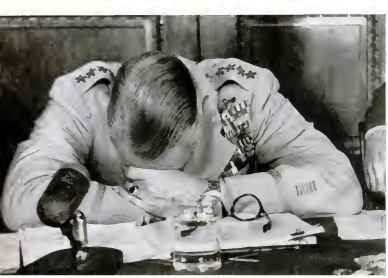
FORCED OUT of home of 52 years by proposed Newington base (*right*), Albert Hodgdon, 79, and wife, 73, load van to move to a nearby town where, Mrs. Hodgdon laments, "we won't even be citizens."

THE CUTBACK SPREADS

But Vandenberg tries to hold line for Air Force

The loudest noises that came off Capitol Hill last week centered about an issue basic to the nation's future: How much could be trimmed out of the federal budget to give the country maximum fiscal security while still providing maximum military security? An Administration proposal to cut $5 billion from the 1954 Air Force budget brought vehement reaction. Echoes and evidences of the cutback argument could be heard and seen from one coast to another. Belt-tightening had already lopped more than 48,000 from the Defense Department payroll, ordered 12 Army and Navy bases closed and halted construction of an air base in New Hampshire.

One Defense Department official after another sought to assure a Senate subcommittee that the cuts, which would trim the Air Force goal of 143 wings to 120, would not endanger the nation. Then General Hoyt Vandenberg, retiring Air Force chief of staff, let fly. He had not been asked in advance for an opinion on the cut, and his testimony showed he was appalled by it. To critics who pounded at him until he was nearly bushed (*below*), Vandenberg replied: The danger to the U.S. had not lessened, but had increased, since the day the Joint Chiefs agreed on the need for 143 wings. And even 143 wings would be a "one-shot" Air Force with "no reserve at all." Vandenberg's testimony was less than no help to the Administration, which had to argue with an air-minded Congress.



WEARY WITNESS, General Hoyt Vandenberg, Air Force chief who opposes budget cuts, sinks head in arms between questions at Senate committee hearing.



NEWINGTON, N.H. Hundreds of acres of forest land, reduced to stumps, mark area of projected runway for jet bombers where work has ceased until final decision is reached by the Defense Department. Local opinion is bitterly divided over desirability of $46 million base.





FORT FLAGLER, WASH. Last man left on the post, M/Sgt. Gilbert Williams, occupies himself with a magazine outside boarded-up warehouse (*below*). The fort based 500 engineers before it was deactivated and turned over in empty entirety to Williams as caretaker.





SEATTLE A hangar at the Sand Point Naval Air Station, cleared of planes and repair facilities, is crowded with "dead storage"—lockers, cigaret machines and workbenches which have been coated with a preservative against the day when they may be put to use here again or shipped elsewhere.





PORT TOWNSEND, WASH. Town's business has fallen 50% since closing of nearby Fort Worden. "For Rent" signs hang in every apartment of the Hastings Building (*top*), and Central Hotel clerk W. W. Arnold rarely has to take down key for any of his 82 rooms.

EVEREST AT LAST

Any man whose heart did not rise at the news from Mt. Everest is a fellow of poor stomach, a vegetable in trousers.

It was a sublime triumph of teamwork, of men's faith in and dependence on each other. Edmond Hillary, the New Zealand beekeeper, and Tenzing Norkey, the veteran Nepalese climber, reached the pinnacle and planted their flags; but behind them were 362 porters bearing the expedition's five tons of baggage, 20 native guides (the "Snow Tigers") and a dozen Britons—scientists, soldiers, schoolmasters, a student, a surgeon, and even a travel agency executive, which is out-cooking Thos. Cook & Son.

The great British climber George Leigh Mallory, who tried thrice to scale Everest and died there nearly 30 years ago, once said that the odds against anybody's ever reaching its peak were 50 to 1. Science and organization reduced these odds, but men did the climbing. This expedition of Colonel Hunt's was like a team, or an individual athlete, or a race horse, which is faced with an invincible opponent and somehow feels and knows that the time has come to prevail.

Yet mountain-climbing is not a sport or a stunt. Man is impelled to it by the same force that raised him from the beasts. Nature is a most difficult mother, a sorceress capable of snapping him off like a light, if she chooses. He knows that to pit his strength and cunning against hers is madness, but he cannot let her be, for ever and again she brings him to deeds he never thought he was capable of. It is better to die trying to conquer Nature, or Mt. Everest, than be killed by bomb blast in a political war. Man hasn't much left on earth now to conquer but himself.

'GIVE ME LAND, LOTS OF LAND'

Frank Lloyd Wright, the great American architect, got another gold medal the other day—this time from the National Institute of Arts and Letters. The old man took it with his usual cranky self-assurance, but it was a most significant and solemn occasion all the same. For the U.S. home-building industry has just reached an important transition point, a point at which every American homeowner, actual or potential, ought to pause and give more thought to what Wright stands for.

Since the end of World War II the industry has built over seven million homes. This spectacular achievement required a lot of new mass-production techniques, whose symbol is the Levittowns of Long Island and Pennsylvania, though they have their counterparts in every metropolitan area. Masters of speed and economy, the Levitts and their fellows dissolved an acute postwar housing shortage that had been accumulating since 1933.

Recently the best of these volume builders have gone in for slightly larger houses. And none too soon. For the worst of them have littered the landscape with more monotonous architecture than has been built in America since the days of mill-town company housing.

In a series of round tables of the building industry, our sister publication HOUSE & HOME has developed the view that "the too cheap house" is on the way out, that the Model T era of mass-produced housing is over. The next era, lacking an accumulated shortage, will be more competitive; just as the flivver gave way to the bigger, better and costlier "low-priced" car, so the new house buyer will be a replacement buyer, ripe for upgrading, while used houses, like used cars, supply the lowest-income end of the market. For the building industry, says HOUSE & HOME, this will mean "more emphasis on quality, design, and adequate space." Which brings us back to Frank Lloyd Wright, who has been emphasizing spaciousness for 50 years.

Wright's own contributions to spaciousness, once considered screwball but now commonplace, include: the concrete floor slab without basement (but be sure you get adequate storage space to make up for it); the floor-to-ceiling picture window (but be sure it opens onto something worth seeing); the "open plan" for living and dining rooms, and now also for kitchens, so the family can be together though in different rooms; low-pitched roofs with wide overhang, making the house look bigger and feel cooler. But none of his many technical innovations ever put Wright in a "modernist" groove. He cannot be blamed for the fads which keep streaking from the architects to the development ads, such as the current "split-level house." Wright seeks not efficiency but reality; "form follows function," to be sure, but does not stop there. Said he recently, "Romance is the new reality."

So if Wright's influence is felt in the next era, the home builder should get the advantage of the new techniques free from any imposed architectural style. It is time for the individual to get what he wants. And if we are to build better houses, this freedom should be accepted ambitiously.

Space costs money, more money than most people have been spending on their homes. But that means people have been spending too little, and the national landscape has begun to show it.

With rent ceilings going off, the national rent bill is going up anyway. That makes it a good time for more renters to become owners and so freeze their shelter expense for the long pull. This applies to all income groups and all size families, to those who buy new and those who remodel. If everybody without exception spent more on house and land and less on other things, it would not only improve the landscape but a lot of family tempers. To encourage such a trend, we offer two suggestions.

First, the Federal Housing Administration has one curious regulation that needs changing. Down-payment requirements are the major obstacle to wider home ownership. To encourage cheap housing, FHA set the down payment for a $7,000 house at only 5% or $350. But this requirement rises steeply with the price of the house, so that the down payment on a $12,000 house is nearly seven times as much as that on a $7,000 house! Surely it is bad policy thus deliberately to downgrade home buyers and discourage the taste for amplitude and good living.

The other suggestion is that home buyers take the house and acreage a little more expansively, the gadgets a little less. A recent survey found that Boston (surely not unique in this respect) has more TV sets than bathtubs. Obviously a profound change in our standards will be needed before we all place a proper value on space, ground and air.

His recent bemedaler said to Frank Lloyd Wright, "a free man in a free land, you have asked a drab society to compromise with you on the basis of your ideals." You don't need a Wright house to live spaciously in this free country. What you need is to ask—*i.e.*, force—the housing industry to compromise with you on the basis of the most house you can afford, not the least.



PHOTO BY PENN

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2. It stands to reason that Jell-O Puddings must taste better than the others.
3. Double-Feature Wonders! Every package makes the best pie filling or pudding ever! See for yourself!



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New: STEWED TOMATOES—onions, peppers, celery already added. Makes an exciting, different vegetable dish. A boon for stews, casseroles, too.

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A zippy, nippy CHILI SAUCE full of pep—the way good Chili Sauce should be. Great for seafood, hash, beans.



Millions prefer the original TOMATO SAUCE with the flavor that's never been matched—real Del Monte quality! Costs only a few cents a can.



Talk about TOMATO JUICE—Del Monte's your brand. Fragrant, rich—with the fresh flavor of plump, vine-ripened tomatoes. A wonderful appetizer.

Del Monte packs PEELED TOMATOES, too. Don't miss grocers' features of all these tomato products now.

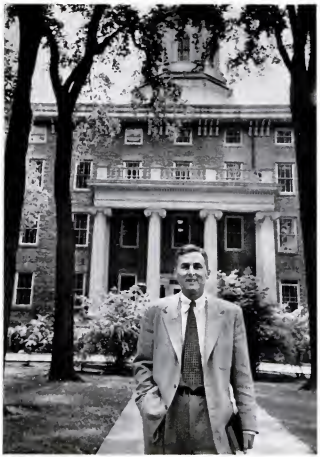
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Up through the years,
Our skillful care
Achieved this rare bouquet;
Its taste endears
It everywhere . . .
(So does the price you pay!)

SINCE 1865...
Now 5 generations finer



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PUSEY WALKS CAMPUS. IN OFFICE, HE DOUBLED COLLEGE ENDOWMENT

MIDWEST TO HARVARD

Pusey is leaving little Lawrence for a big job

The campus at little Lawrence College (enrollment: 755) in Appleton, Wis. was torn between sorrow and pride—sorrow at losing the college's young president, Nathan Pusey, pride that he had been asked to become president of Harvard. In sending Pusey's name to the university's Board of Overseers for final approval, Harvard's Corporation had for the first time in 316 years gone to the Midwest for a president. A quiet, scholarly man of 46, who graduated from a high school in Council Bluffs, Iowa, and from Harvard ('28), Pusey taught Greek and ancient history at various colleges before taking over at Lawrence in 1944. He made a thoroughgoing change in the college's curriculum to bring it nearer his idea of a liberal education's purpose: "To foster a significant, liberating experience in the mind of each student."



STUDENTS CONGRATULATE PUSEY (IN JACKET) IN FRONT OF PROUD SIGNS

Keeps hair naturally well-groomed!



'Vaseline' Hair Tonic makes your hair look naturally neat—and keeps it looking neat! Why? Because it checks dry scalp—blends in with the natural oils in your hair!



Just a few drops a day relieves loose dandruff . . . tames unruly hair that so often accompanies a dry, **oil-starved** scalp.



Contains no alcohol or any other scalp-drying "mystery" ingredients.

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At last!
Rice that stays *fluffy long, long after it's cooked!*



This is the nutritious rice you've been reading about

. . . the revolutionary new rice that stays light and fluffy no matter when you serve it—even cold or reheated. Simple and sure to cook. No steaming or special care needed. And each cup of Uncle Ben's gives you four full cups of fluffy, cooked rice. Flavorful rice chock-full of the extra nourishment of important B-vitamins and minerals sealed in the grain!*

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CONVERTED RICE, INC.
Houston, Texas

LIFE ON THE NEWSFRONTS OF THE WORLD

President becomes MC, Tommy loses his beer, Uranium 'breeds,' a royal romance is rumored



TV CAMERA TURNS ON EISENHOWER AND CABINET MEMBERS

President Eisenhower fought a series of brisk skirmishes on the political front. He suffered a setback when the National Association of Manufacturers and U.S. Chamber of Commerce refused to go along with his request to let the excess profits tax stay on the books another six months. And crusty Dan Reed, chairman of the House Ways and Means Committee, threatened to punish Secretary of the Treasury Humphrey for "lobbying" for extension of the tax.

On the other hand, Ike persuaded Republican congressional leaders to go along with him on two important matters: withdraw a rider to cut off funds to the U.N. if it admitted Red China, and agree to a continuance of the Reciprocal Trade Agreements Act for another year.

To explain his position to the people after four and a half months of office, the President introduced a political novelty, a television show straight from the White House, programmed on the order of a round-table show. For a brisk half hour the President and four of his Cabinet members discussed what they were trying to do about finances, farm prices, social welfare, subversion and other topics. Democrats sneered at the fact that an advertising agency produced the show. The New York *Daily News* commented that "TV has a new star who, to coin a phrase, should go far."

A British serviceman, shocked by an old custom of giving a chit for a free half pint of beer to every soldier who gave a pint of blood to the Red Cross, complained to a Sunday school teacher, who complained to the Temperance League, which complained to the government, which cut off the beer.

Old game in France

The weary round of searching for a new premier of France went on at the familiar desultory pace. Pierre Mendès-France (*right*), the fourth to try since the beginning of the current crisis (which is the 18th since liberation), came within 13 votes of being accepted by the National Assembly, then gave up. Georges Bidault, who has been premier twice before, was the next in line.



A CANDIDATE GIVES UP

Just before her coronation, Queen Elizabeth knighted Jockey Gordon Richards, winner of 4,662 races. Five days later Sir Gordon, riding Pinza, won his first Derby, four lengths ahead of Aureole, which is owned by Queen Elizabeth.

CONTINUED ON PAGE 58

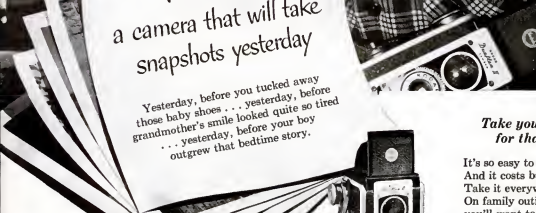


Wanted:
a camera that will take snapshots yesterday

Yesterday, before you tucked away those baby shoes . . . yesterday, before grandmother's smile looked quite so tired . . . yesterday, before your boy outgrew that bedtime story.

Take your camera with you everywhere—for that's where great snapshots are

It's so easy to save your memories instead of wishing you had. And it costs but pennies. Just get the take-your-camera habit. Take it everywhere—and *use* it. On the porch. In the yard. On family outings. Wherever you go. Try it for a week, and you'll want to do it all your life.



New, thrifty Duo-Pak holds two rolls of Kodak Verichrome Film for black-and-white snapshots. One for your camera . . . one for a spare. In the popular sizes 620, 120, and 127.

First choice of beginners and experts alike—Genuine Kodak Film—*in the familiar yellow box.*

Eastman Kodak Company
Rochester 4, N. Y.

Kyle MacDonnell

HAS AN "EYE" FOR YOUR SAFETY-



Kyle MacDonnell, Guide's glamorous television star, points the way to new night-driving safety and pleasure.

AUTRONIC-EYE

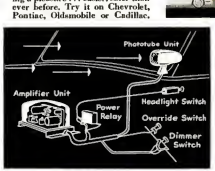
AUTOMATIC HEADLIGHT CONTROL

FROM BRIGHT →
You're driving at night with headlights on "bright" in a car equipped with the new Autronic-Eye. An oncoming car comes into sight . . .

TO DIM →
. . . when it approaches within the "dazzling" range, the Autronic-Eye picks up its beams and your car's headlights dip to "dim"—*instantly—automatically!*

TO BRIGHT AGAIN →
Once all traffic is past, your lights switch to bright again. The Autronic-Eye saves you countless foot operations—makes night driving a pleasure . . . easier, safer than ever before. Try it on Chevrolet, Pontiac, Oldsmobile or Cadillac.





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The phototube unit on the instrument panel picks up the beams of approaching headlights and instantly transmits a signal to the amplifier under the hood. This "electronic brain" dims your lights and keeps them dim until all traffic has passed.

GUIDE LAMP DIVISION OF GENERAL MOTORS CORP., ANDERSON, INDIANA

NEWSFRONTS CONTINUED

A new atomic revolution

A revolutionary atomic "breeder" that replaces its own atomic fuel at least as fast as it is used, while simultaneously producing electric power, was described by retiring AEC Chairman Gordon Dean last week. Developed in Arco, Idaho, this "breeder" reactor turns natural uranium, which is 140 times more plentiful than fissionable U-235, into fissionable plutonium by burning U-235 in its presence. This opens the way to use of all the world's uranium, and perhaps even thorium, for atomic fuel, Dean said, and makes a civilian atomic power industry "even more feasible and attractive."



PETER TOWNSEND

American newspapers reported London buzzings about the romance in Princess Margaret's life. The man is RAF Group Captain Peter Wooldridge Townsend, 39, who met her when he piloted her private plane in an air race in 1949. Captain Townsend is a commoner and is also divorced. But he was the aggrieved party in the divorce and is still persona grata *at court. He was, in fact, recently appointed comptroller to the household of the Queen Mother.*

Treaty with Germany

The U.S. and the German Federal Republic signed an agreement reactivating the treaty of commerce, friendship and consular rights of 1923. A move to expedite business relations between the two countries, it was chiefly significant to Germans as the first bilateral treaty with a major power which their revived country has signed.

A dog scouting along the waters of the Patuxent River retrieved a large mass of Department of Justice letters which he left in his master's garden. His master passed them on through Naval Intelligence to a House subcommittee investigating goings-on in the Department of Justice in relation to tax matters in the last few years. The subcommittee called on a former Justice official, Turner Smith, who admitted he had thrown away the bales of papers but insisted that they were papers of no importance.

Death of a tennis star

Big Bill Tilden, greatest of tennis aces, died of a heart attack in Hollywood. A survivor of the golden days of American sports in the '20s, Tilden won 31 national amateur crowns and played on the American Davis Cup team for 11 years straight.

When Lieut. William D. Kaigh was transferred from Fort Custer, Mich. to the Far East, Army packers sent all his belongings, including an empty bushel basket, to his home in Riverside, Calif. They used 45 feet of choice lumber costing $15 to crate the basket, then paid $3 for its transportation. When the load arrived in Denver, Truck Driver Andrew Harrower found the 27-pound crate amid a ton of Lieutenant Koigh's boxed-up furniture and indignantly called the press. "In all the time I've hauled furniture," he said, "I've never seen anything this stupid."



TRUCKER'S SON AND CRATE

Unions agree not to raid

Leaders of the A.F. of L. and the C.I.O. made a compact in Washington agreeing not to conduct raids on each other's unions for the next two years. As the first concrete sign of concord between the two bitter rivals, the accord was believed to mark a first step toward unification of the American labor movement.

If you like beer You'll Love Schlitz

No harsh bitterness . . .
Just the kiss of the hops

This dry and mellow beer . . . this beer of *matchless flavor* . . . is the world's largest seller.

Year after year more bottles and cans of Schlitz are bought—*millions more*—than of any other beer. This popularity is the result of the most conclusive taste test in beer history.



Schlitz is available in quart bottles, 12-oz. bottles and cans, and the 7-oz. bottle. Also in 24-Pak and handy 6-Pak cartons of cans and "one-way" bottles that require no deposit.



ON TV EVERY WEEK—The popular "SCHLITZ PLAYHOUSE OF STARS." See your newspaper for time and station.

Schlitz

First in Sales

The Beer that Made Milwaukee Famous

© 1953—Jos. Schlitz Brewing Company, Milwaukee, Wis.

One of a series on

THE AMERICAN ROAD

The Revolution that started in a shed at night

Steam was really his first love. That was how he happened to set fire to the schoolyard fence.

For Henry Ford was passionately curious. Exactly how did steam make wheels go around? In one of his first boyhood experiments he made a fine steam boiler from an old ten-gallon lard can, and fired up under it. No one was in school to hear the explosion—and the fence was soon repaired. His next experiment was on a Sunday inside the village sawmill: how did the slide-valves work? He caught his arm in a cylinder, and was two hours getting loose, but he was stubborn, too: before he left he knew how the valve worked.

One day, bumping along with a wagonload of hay on the all-day trip from Dearborn to Detroit, the teen-age tinkerer saw a steam traction engine chugging over the ruts. That was the decisive moment of his life—his first sight of a self-propelled road vehicle.

First he tried to make a farm locomotive, and then a steam road carriage. Then one day in 1891 he saw a little gasoline engine pumping soda water into pop-bottles. That night he sketched its design on the back of a sheet of his wife's piano music. He said to Mrs. Ford: "Clara, I want to build a gas engine that will do the work of a horse."

Two years later he was still at work, in a little shed behind his Bagley Avenue house. A friendly neighbor moved out his coalpile to give Henry more room. Clara watched, and darned socks by lamplight. Nothing he needed was in existence: he had to design and make each part by hand.

He got four bicycle wheels. He made two cylinders from a steam engine's exhaust pipe. He put on a tiller, so it steered like a boat. He put a bicycle-saddle on top of the three-gallon fuel tank (the buggy seat came later when he could afford it).

On a wet dark May morning in 1896, at 2 a.m., he was ready. Then he couldn't get the car out of the shed. While Clara held the lamp he seized an axe and knocked out enough bricks to make the first garage-door.

He trundled the car into the alley while Clara watched under an umbrella. The little car ran—clear around the block. One of the two cylinders went dead—but still the car ran. That first Ford is still running, and so are many of its 36,000,000 descendants.

The revolution of those wheels on that May night started one of the great revolutions in history. A dream of mankind had come true—transportation for everyone. The first little Ford helped build the American Road.

The American Road is more than a stone river of rushing traffic. It symbolizes the power of our way of life, endlessly working in the service of all mankind. The Ford Motor Company, celebrating its Fiftieth Anniversary this year, is pledged to the ideals of the American Road.



Fifty Years Forward on The American Road



Ford Motor Company

FORD • LINCOLN • MERCURY CARS •

FORD TRUCKS AND TRACTORS


Norman
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how to FLAVOR a GOULASH

the way a man likes it



America's Finest-flavored Tomato Sauce... because it's KETTLE-SIMMERED

Goulash – Hunt Style

This delicious, low-cost recipe demonstrates a neat trick: When you add Hunt's Tomato Sauce (costs a few pennies a can) to your everyday recipes—they fairly *brim over* with wonderful flavor!

3 tbsp. fat — *1 large onion, sliced*
1½ lbs. stewing beef, cubed
1 cup water
1 can **HUNT'S TOMATO SAUCE**
1 tsp. salt — *⅛ tsp. pepper*
4 potatoes, peeled and quartered

Cook onion in fat until tender. Add meat, cook till browned, stirring occasionally. Add the rich, flavory Hunt's Tomato Sauce, water and seasonings. Cover and simmer till almost tender, about 1 hour. Add potatoes, simmer till done, about 30 minutes longer. For thicker gravy, blend in 2 tbsp. flour and cook till thickened. Makes 4 servings with that delicious Hunt's flavor you can't forget!

Kettle-simmering makes Hunt's Tomato Sauce so rich and *extra* flavory! It's all tomato—*no starchy fillers!* Yet it costs you but a few cents a can. Cook it into your meat loaf, soups, spaghetti, casseroles, leftovers! Costs less and tastes better than you could make at home!

Hunt-for the best

for breakfast and dessert...
HUNT'S HEAVENLY PEACHES
at down-to-earth prices

Hunt Foods, Inc., Fullerton, California



FRIENDLY PAT is given Pocahontas by a young admirer during visit of prekindergarten class to the wildlife and the Indian princess.

POCAHONTAS vs. WILDLIFE EXPERTS

A few childish pats push the Indian princess from front to back room of New Orleans state museum

When it recently was given a neoclassic statue of Pocahontas, the Louisiana State Museum in New Orleans put the Indian princess in a permanent place among exhibits of the state Wildlife and Fisheries Commission. Most of the building's 50,000 monthly visitors were children, and the statue, the museum reasoned, would be fine visual education in history. Soon, however, some New Orleans adults began to worry that the interest of some of the children in Pocahontas was not fully historical. True, most kids—their eyes on the fish and furry creatures—scarcely gave Pocahontas a glance. But some stroked her arm or gave her leg a friendly pat. A few, the adults declared, patted her uncovered bosom.

Hurriedly the Wildlife and Fisheries Commission convened. "In all of the pictures of Indian maids I have seen," said one displeased commissioner, "I have never seen one that was disrobed." Pocahontas, members argued, was a poor sendoff for exhibits of wildlife and conservation. The museum director had a snorting answer: "Pocahontas was our first conservationist. She saved Captain John Smith, didn't she?" Many New Orleanians joined the museum people in defense of the gentle princess. Said the superintendent of the Catholic parochial schools, "We must not attribute adult mentalities to children who take these things for granted." A number of extraneous people, including nightclub dancers and art students (*p. 62*), were caught up in the controversy as the wildlife commission met solemnly to decide what should be done with poor Pocahontas.

CONTINUED ON NEXT PAGE

You don't have to groan through the

AWKWARD ZONE!



Even the "AWKWARD ZONE"—that loose, tender area under your chin where the hairs grow every which-way—is easier to shave with MENNEN!



For Mennen's special beard-wilting formula lets your razor sweep swiftly and easily over the "*Awkward Zone*"—leaving a clean, smooth, wonderfully *comfortable* path behind it.

Try a tube of Mennen tomorrow—and *feel* the refreshing difference!

MENNEN makes all 3!

Lather Regular 33¢ and 53¢
Brushless 29¢ and 47¢
Lather Menthol-Iced 53¢

MENNEN *shave creams* **FOR MEN**



POCAHONTAS SPIEL is given by guide to tourists. One said, "It's nothing compared to Cupcake, the dancing girl at one of these night places."



ANOTHER INDIAN MAIDEN, Tagongah, or Stripper Linda Starlett, does "burial dance" on Bourbon Street, near museum.



MORE NEW ORLEANS NUDITY, pro-Pocahontas people pointed out, can be found in the Delgado Museum, where New Orleans children learn art.

CONTINUED ON PAGE 84

Looking at it or out of it—a beautiful view!

NEW '53 PLYMOUTH



Close-in, all-around vision is one of the features of the new '53 Plymouth that you'll notice and like immediately. The industry's sleekest, safest low-hood silhouette lets you see objects right up close to the front of the car, a great help in traffic or parking. The narrow corner posts, the low-cut windows, the new rear quarter-window, the wide, curving glass area in the rear — all contribute to exceptional vision.

There's more quality in it — you get more value out of it

Equipment and trim are subject to availability of materials





New Plymouth Hy-Drive, optional at extra cost, lets you drive cross-town or cross-country without shifting—offers the smoothest no-shift driving in the lowest-priced field. Hy-Drive is the simplest unit mechanically, too, and the lowest in price. Your Plymouth dealer would like to arrange a demonstration whenever it's convenient for you.



With a new suspension system and new weight distribution, the '53 Plymouth makes all roads seem flatter than a dance hall floor. People tell us they can read a book in the rear seat while rolling along at a good clip. We could *write* a book about this ride, but we'd much rather have you *try* it! Why not call your Plymouth dealer soon?



Cestrol is smooth, sure, with Plymouth SafeGuard Brakes. You get the same kind of stop for the same pedal pressure every time. This always-predictable action comes from the *two* hydraulic cylinders that Plymouth has in each front brake (where the other two leading low-priced cars have but *one*) and from the large braking area of Cyclebond lining.



Superb styling gives you a sense of pleasure the minute you step inside. And stepping inside, by the way, is easier in a Plymouth 2-door model, because of the ½-⅔ division of the seat. As you see above, a rear seat passenger can get in or out without disturbing those in front.

PLYMOUTH — Chrysler Corporation's No. 1 Car



All the gold in Fort Knox wouldn't build a Railroad System like this:

- **A railroad system with almost 2,000,000 cars . . . more than 40,000 locomotives . . . nearly 400,000 miles of track.**
- **A railroad system that moves more than ten tons of freight one mile every day for you — and for every man, woman and child in the country.**
- **A railroad system that hauls more goods, more miles than all other forms of transportation put together — and does it at lower average charge than any other form of general transportation.**

A vision of the future? Crystal-ball gazing? No, sir. For that describes your American railroads – the railroads that serve you and your family every day.

And all the gold in Fort Knox and more wouldn't build such a system. Because there are "only" 12½ billion dollars in those guarded vaults in Kentucky — and it would cost 60-billion dollars to replace America's railroad plant.

But don't worry. The railroads have no "designs" on that Fort Knox gold. The railroads have paid, and will continue to pay, their own way, every mile of the way!

ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON 6, D. C.

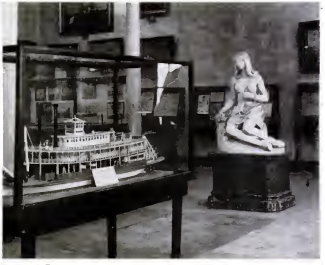
You'll enjoy THE RAILROAD HOUR every Monday evening on NBC.



TWO SIDES in Pocahontas hassle meet. At left are Wildlife Director Young and his commission, at right Museum Director Matthews and his assistant.



HER BATTLE LOST, Pocahontas is moved after a unanimous decision by board of curators to get her out of prominent place.



EXILED Pocahontas now rests in Mississippi River Room in back of the museum, which is visited chiefly by people just interested in old river boats.

The partners of Bellows & Company had 53 whiskies to choose from . . .



***This* is the one they chose for themselves**

They called it "Partners Choice." Today this identical brand is yours to enjoy. It contains more aged whiskies than any other nationally sold blend at its price—delicately balanced with fine grain neutral spirits. *Isn't it time you tried it?*

BELLOWS PARTNERS CHOICE

BELLOWS & COMPANY, BALTIMORE, MARYLAND • 40% STRAIGHT WHISKIES, 4 YEARS OR MORE OLD • 60% GRAIN NEUTRAL SPIRITS • 86.8 PROOF



There's something "special" about Birds Eye Orange Juice!

Product of General Foods

Make the "SEPARATION" test--and see!



You can see that something "special"

Mix up a container of Birds Eye and a container of *any* other brand of frozen orange juice. Store both in your refrigerator. In just an hour or so, note how brand "X" has separated—note its "watery" collar, its thick base.

Now look at the Birds Eye Juice!



You can taste that something "special"

After standing for hours, Birds Eye still has the even color, the even consistency, the glorious TASTE of juice fresh-squeezed from the finest oranges grown. The rich, full taste of oranges ripened on the tree and picked at their flavor peak! Very, very *special* flavor!

You can depend on it always to be the same--



Copyright 1951, General Foods Corp.

In frozen foods... Better Buy Birds Eye and get that something special





IN WORKROOM SALLY SHOWS MODEL TO ADVISER

Sally Gets A Golden Thimble

STUDENT GOWN WINS DESIGN SCHOOL PRIZE

At New York's Parsons School of Design, regarded by many professional designers as the best in the U.S., the equivalent of a *cum laude* degree is a tiny gold thimble given to outstanding fashion design students at the end of the school year. This year a thimble went to 20-year-old Sally Butler, of Rye, N.Y., for designing, cutting, sewing, fitting and, in her case, finally modeling a handsome and original jet-trimmed, brown linen and white piqué ball-gown (*left and p. 70*). For Sally, the thimble-winning project wound up a three-year stint of drawing everything from bathing suits to housecoats, researching in costume museums, remnant-hunting for fabrics in bargain basements. At the graduation fashion show, Designer Butler not only displayed her own model but also the work of male classmates, many of whom constructed their clothes to fit Sally's 23-inch waistline. Now, armed with her diploma and a thick sketchbook, Sally will begin job-hunting in the wholesale garment district.

IN BALLROOM where school fashion show was held, Sally Butler models thimble-winning design.

CONTINUED ON NEXT PAGE



White lace drifted over lace—by Edith Small. Her deodorant—sure, gentle New Fresh.

NEW! a

Sensational step-forward

... in deodorants!

Gentle NEW FRESH will give far greater underarm protection than other leading cream deodorants. Proved by university scientists!

Now, Fresh Cream Deodorant brings you the active ingredient recommended by doctors for keeping underarms dry.

Tests prove the New Fresh moisture-control formula is up to 180% more effective in astringent action than the other leading cream deodorants tested. It's the astringent action in deodorants that keeps your underarms dry—you and your clothes safer.

New Fresh stops odor completely. Yet it's creamy-soft, as extra gentle to skin as ever! Use daily. There's a New Fresh with Chlorophyll, too!



Fresh is also manufactured and distributed in Canada.

*Fresh is a registered trademark of The Pharma-Craft Corp.

NEW FRESH keeps you Lovely to Love Always . . .*



SKETCHING in classroom, Sally makes detailed drawings of ideas. Model she drew looked like self.



BARGAIN-HUNTING on lower East Side, she picks over remnants. Materials for dress cost her $40, including jet beads from theatrical supply house.



PINNING up muslin model, Designer Jack Hargis and pupil study effect of linen before sewing starts.

CONTINUED ON PAGE 70

Now... for the First time, a Home Permanent brings you

"Instant Neutralizing"!

Amazing New Neutralizer acts Instantly!

No waiting! No clock watching!





Refill $1.50 (plus tax)

And New Lilt with exclusive Wave Conditioner gives you a wave far softer... far more natural than any other home permanent!

NOW... Better than ever! An entirely different

BRAND NEW Lilt

Only Lilt's new "Instant Neutralizing" gives you all these important advantages:

A new formula makes the neutralizer act instantly! A new method makes neutralizing much easier, faster. A wonderful *wave conditioner* beautifies your hair... makes it softer, more glamorous!

Beauty experts say you can actually *feel the difference!*

Yes, you can feel the extra softness, in hair that's neutralized this wonderful new Lilt way!

No test curls needed, either! Yet new Lilt gives the loveliest, most natural, easiest-to-manage wave... even on the very first day. The best, long-lasting wave too!

Everything you've been wanting in ease and speed... plus extra glamour for your hair!

HERE'S PROCTER & GAMBLE'S GUARANTEE →

Your money back, if you do not agree that this brand new Lilt is the fastest and best Home Permanent you've ever used!

The LESTER Piano is the Official Piano of The Philadelphia Orchestra

LESTER *Betsy Ross Spinet*

BEST INVESTMENT OF ALL

The Betsy Ross Spinet that you select now may well be the most important purchase you ever make for your family.

For more than just a lovely addition to your living room . . . this fine piano will bring joy and harmony into your home. Learning to play will give your children a sense of personal achievement . . . will build the self confidence and poise they need to become happier adults.



Built by the same family since 1888 . . . today's models are unsurpassed for tonal quality due to Lester's revolutionary Amplified Tone.

Every Betsy Ross Spinet has the full 88 note keyboard and is Dampp-Chaser® equipped for regulated moisture control.

Model pictured $695.00 f.o.b. Lester, Pa. Your dealer will arrange terms. Guaranteed for ten years; made ONLY by the Lester Piano Manufacturing Company, Inc., builders of world famed Lester Grand Pianos.

ONE *name quality price*

A BEAUTIFUL PIANO WITH MAGNIFICENT TONE SOLD BY AMERICA'S FOREMOST PIANO DEALERS

mail this coupon for *Free* literature

LESTER PIANO MANUFACTURING CO., INC., LESTER 13, PA.
Please send me illustrated literature and style brochure.

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Foreign Sales Representatives: H. A. ASTLETT & CO., 39 Broadway, New York 6, N. Y.

SALLY WINS A THIMBLE CONTINUED



LINEN SUIT, another of Sally's designs, was done as cocktail dress project. It has a wide boat neckline and a high, boned waistband. She would like to keep it but feels it is too expensive for her wardrobe, is looking for buyer.



CALICO SARONG is Sally's favorite although it won no prize. The print, which she found in a department store, gave her the idea for tight wraparound. Finished product was presented to her mother, who has the same size waist.



PRIZE PROJECT, seen from the front, shows intricate cut adding up to simple elegance. Sally says she herself has no occasion to wear such a dress.

Now Millions Know! ONE

KING SIZE

tops 'em all for TASTE and COMFORT!



LUCILLE BALL
starring in the
Lucille Ball, Desi Arnaz
"I LOVE LUCY" Show
CBS-TV

Your throat can tell—
it's PHILIP MORRIS

No matter what brand you're now smoking . . . there's greater pleasure waiting for you in the new PHILIP MORRIS King-Size. Millions of smokers who tried them are buying them over and over again! Once you try them, you will, too. Because *your throat can tell* that here, at last, is a cigarette not only good to *smoke* . . . but good to the *smoker* . . . good to *you!* Try a carton—*now!*



CALL FOR PHILIP MORRIS

SWANK
Gift Shop

For Father's Day and every Gift Day...



Fitted Brush Kit: A complete travelling kit with toothbrush, toothpaste, razor, blades, shaving cream, comb and file. $5.00



Traveller Kit: Genuine top-grain leather with striped waterproof lining and pouch. Generously sized. Zipper closure. $7.50



Stretch Belt Richly colored braid that expands and contracts with the waist. One inch width. In wide color range. $2.50



Suede Aristocrat Swank puts its quality touch to a rich, soft suede. Three-quarter inch width. Wide color selection. $2.50



Diagonal Rib Deftly crafted diagonal rib design presents perfect smartness, precise good taste. The Set, $3.50



Comedy and Tragedy: Famous theatrical masques, perfectly molded and set on ground of gleaming enamel. The Set, $6.00



Starlite: Gleaming gem-cut brilliants encircled by a raised spiral and grooved with smart black enamel. The Set, $5.00



Catalina: A true Swank creation that artfully blends mother-of-pearl in a smart domed setting. The Set, $5.00



Saddle Club Deeply polished alligator encased in striking criss-cross setting. The Set, $5.00



Key Chain Swank's famous key chain with Neogram initials and featuring Quick-Key Ring. $3.50

Money Klip Personalized money klip with popular Neogram initials placed in a matter of seconds. $3.50



Belt and Buckle Set: Neogram block initials set in a handsome buckle; together with bridal leather belt; The Set, $4.00

Leather Aristocrat: Finest cowhide belt; handsomely domed and richly polished; one inch width, laminated; many colors to choose; $3.00

Available in all better departments, men's wear and jewelry stores throughout America.

SWANK makes the difference!



Regimental
Regimental stripes are adapted in this Swank original design that any man will appreciate. The Set, $5.00



Continental
Gleaming, gem-cut red brilliants inlaid in a smart, square pattern that is unique. The Set, $6.00



Sports: Gleaming mother-of-pearl in rich setting enhances the authentic detailing of this jewelry. The Set, $6.00



Wickersham
A Swank success inspired by intricate wicker-work to make a handsome, unusual set. The Set, $5.00



Neogram
Swank's famous Neogram, personalized jewelry. His initials are set in a minute against gleaming black. The Set, $6.00



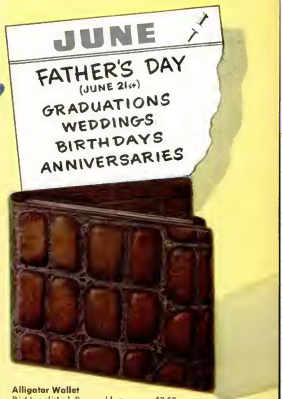
Sterling: Magnificent Sterling Silver wrought into an attractive wide spiral design. The Set, $10.00



Neogram Wallet: Genuine Morocco leather with smart block initials on gleaming black background. $6.00



Harentine Wallet and Thin Bill-Fold
Hand-tooled 24 Karat gold design gives both Wallet and Thin Bill-Fold unusual richness. The Wallet: $5.00. Thin Bill-Fold: $2.50



Alligator Wallet
Richly polished. Removable pass case. $7.50

Thin Bill-Fold
Genuine alligator is fashioned into the popular new idea for carrying folding money. $5.00



Comb and File Set
Genuine alligator, richly polished, encases a fine quality comb and file. $5.00



Monte Carlo Wallet
Pliant, smooth leather crafted in the quality Swank manner. Removable pass case. $5.00



Swank, Inc., Attleboro, Mass.

All prices subject to Fed. Tax.

Swank® is the Quality Gift . . . proudly given, proudly received.

Only the Cycla-matic Frigidaire gives you all three



1

A real food freezer

Separate frozen storage for almost 50 lbs. of foods—frozen by *you* or bought when specials are most attractive. Cuts down shopping trips. Keeps fresh flavor locked in (safely for months, if you choose).

2

Defrosts itself

No controls to set. No pans to empty. Nothing to do or remember. Frigidaire's Cycla-matic Defrosting in the refrigerator compartment is completely automatic; banishes frost before it collects.

3

All the shelves roll out

No more treasure hunts on back shelves. Every shelf glides all the way out, brings the back to the front for easy picking. (All shelves are aluminum, too).

Compare Frigidaire! Compare the big freezer. Compare Cycla-matic Defrosting. Compare the roll-out shelves . . . the Quick-ube ice trays, the simple, silent Meter-Miser mechanism that provides exactly the right cold levels through years and years of care-free service. Compare Frigidaire with any refrigerator!

More Frigidaire Refrigerators serve in more American homes than any other make

See your Frigidaire dealer. Look for his name in the Yellow Pages of your phone book, or write Frigidaire, Dept. 2134, Dayton 1, Ohio, for free folder. In Canada, Toronto 13, Ontario.

Cycla-matic Frigidaire

Imperial Model IS-106

Built and backed by General Motors

AN EARNEST CITIZEN RUNS FOR SCHOOL BOARD



ALEX SHERRIFFS TRIED TO CAMPAIGN ON THE ISSUE OF HIGH SCHOOL CLUBS

It might have happened to any other well-meaning but politically naive person running for public office in 1953. Alexander Sherriffs, a 35-year-old assistant professor of psychology at the University of California in Berkeley, Calif., had for some time felt he should participate more in civic affairs. This spring, when Berkeley's local Board of Education announced an election, Sherriffs' friends persuaded him to run. A recognized authority on juvenile problems, Alex Sherriffs ran on a laudable platform: (1) closer participation by parents in school affairs, (2) better pay for teachers, and (3) de-emphasis of high school social clubs.

Of all the issues in the campaign Sherriffs felt that the club one was the most important. California banned high school fraternities in 1909 but in Berkeley, as in many other communities, the fraternities became "social clubs" and continued under school supervision. A study by Sherriffs and others a few years ago showed that although only a quarter of the students belonged to the clubs, club members ran school politics and social events (excluding nonclubbers) and even pre-empted public benches at high schools from which nonclubbers like Shirley Trump (*right*, with Sherriffs) somehow are made to stay away. At each meeting in the campaign (*above*) Sherriffs did his best to explain why he thought the clubs should be placed under private, rather than official, sponsorship.



SO→

CONTINUED ON NEXT PAGE

If sweet soft drinks leave you thirsty →





Switch to Squirt ...never an after-thirst! ←

SWITCH TO SQUIRT

Never an after-thirst

Fresh, clean taste as you drink Squirt... fresh, clean taste after you drink Squirt... never an after-thirst!

Yes, if sweet soft drinks leave you reaching for a water-chaser, then Switch to Squirt—the one soft drink that can say and prove—never an after-thirst!



When you serve mixed drinks, and when you drink, be smooth about it ... Switch to Squirt, the SMOOTH mixer.

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ALL AGES HELPED HIM TO CAMPAIGN

Unorganized at first, Sherriffs' campaign picked up when a committee was set up to plan speaking dates and enlist young workers like Ryan Anderson, 10, who helped distribute leaflets.



HE ARGUED FOR HIS PLATFORM AT HOUSE MEETINGS

In six weeks of campaigning Sherriffs spoke at a total of 76 house meetings, sometimes four or five in one evening. He made four radio talks and took part in nine all-candidates meetings. At the same time he continued teaching, found time to make 12 nonpolitical speeches.



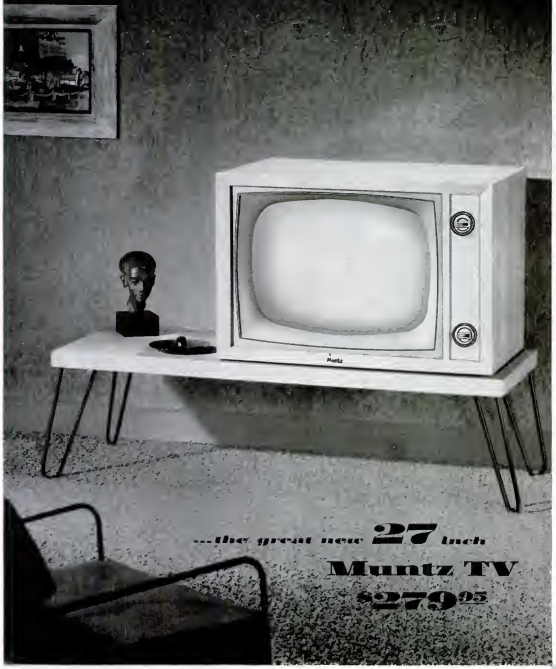
AND HE SPENT HOURS ON THE PHONE

Even though he delegated most campaign work to a committee, Sherriffs had to take endless phone calls concerning speeches and meetings. Often he would be phoning all through dinner.

BUT →

CONTINUED ON PAGE 78

...dramatic proof that Quality Television need not be expensive!!



America's Most Remarkable TV Values ...the Proof of Factory-To-You Savings.

UHF-Designed and Color Guaranteed,* in a variety of hand-rubbed finishes.

Immediate Delivery ... cash or terms!

Built, Sold and Serviced by the Largest Direct TV Organization the World Has Ever Known!

Call or visit the Muntz Factory Branch in your city for information or Free Demonstration!

AKRON	POrtage 6201
ATLANTA	CYpress 7771
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CHARLOTTE	6-8461
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CINCINNATI	GArfield 4100
CLEVELAND	UTah 1-9000
COLUMBUS	KLondike 3561
DALLAS	Riverside 1546
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DENVER	AComa 5621
DEARBORN	LUzon 4-0750
DETROIT	TExas 4-6660
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ALL PRICES PLUS $10 DELIVERY AND INSTALLATION PLUS FEDERAL EXCISE TAX

WORLD'S LARGEST TELEVISION RETAILER

You may purchase Muntz TV already UHF-Equipped or your present set can be adapted at slight extra cost.

*Full purchase price refunded and applied to trade-purchase of Muntz Color-Set if Color-TV becomes available within year of delivery date of current Muntz TV!!

AT LAST! No need to wash your car!

Use new Simoniz **BODYSHEEN**!



New Simoniz **BODYSHEEN** cleans and polishes, all in one simple step

Throw away that sponge and wash pail! BODYSHEEN makes car-washing unnecessary.* Now you can clean and polish your car—all at the same time.

At last! The one step cleaner-polish every car owner has dreamed about! Just wipe BODYSHEEN on—see how it *cleans!* Let it dry, then wipe off—off comes dust, road scum, traffic film. See how your car *gleams!* BODYSHEEN brings out natural brilliance in minutes. Enriches colors. Gives a brighter, longer-lasting shine. There's a reason! BODYSHEEN is the only cleaner-polish backed by world famous SIMONIZ.

In a series of "blind product" tests conducted by a well-known independent research company, car owners voted BODYSHEEN "best"—by almost 3 to 1. They found it faster, easier! Yea, new BODYSHEEN ends car washing—cleans and polishes in one fast, easy step. At all service stations, auto supply, grocery, hardware and variety stores. Get SIMONIZ BODYSHEEN today.

**If car is exceptionally dirty, remove heavy layers of gritty dirt with clear water.*

Only **98¢** big **16 oz. can**



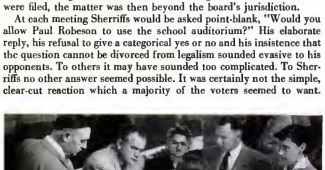
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THEN HE SUDDENLY FOUND HE WAS INVOLVED IN A NEW ISSUE: SUBVERSIVES IN SCHOOLS

At the first all-candidates meeting it became evident that a significant portion of the voters disagreed with Sherriffs about the campaign issues. Instead of social clubs they wanted to discuss subversives in the schools, and after meetings they would gather around him (*above*) and ask persistently about his stand. Last year Berkeley's Board of Education, by a 3 to 2 vote, allowed Paul Robeson to speak in a school auditorium and many Berkeley residents disagreed with the decision. Although he did not wish to make an issue of it, Sherriffs consulted lawyers for a legal opinion. While the U.S. Constitution guarantees freedom of speech and assembly, said the lawyers, a section of California's education code prohibits the use of school buildings by any group which would use them to commit an act leading to the overthrow of the U.S. government by force or violence. If a school board decides (as in the Robeson case) that a potential auditorium user may have this purpose, they may require him to file an affidavit that his purpose is peaceful, as Robeson did; then he may be granted use of a school building, as Robeson was. Sherriffs agreed that, if an affidavit were filed, the matter was then beyond the board's jurisdiction.

At each meeting Sherriffs would be asked point-blank, "Would you allow Paul Robeson to use the school auditorium?" His elaborate reply, his refusal to give a categorical yes or no and his insistence that the question cannot be divorced from legalism sounded evasive to his opponents. To others it may have sounded too complicated. To Sherriffs no other answer seemed possible. It was certainly not the simple, clear-cut reaction which a majority of the voters seemed to want.



AND EVEN TWO LOCAL SCHOOL PRINCIPALS DISAGREED WITH HIM ABOUT SOCIAL CLUBS

Even on his own favorite issue Sherriffs met opposition and a good deal of apathy. One pro-Sherriffs meeting was attended by School Principals J. Elwin Letendre of Berkeley High (*far left*) and Emory Curtis of Thousand Oaks Grammar School (next to him), both of whom favored clubs. "They are a wonderful experience for youngsters," said Curtis. Many of Berkeley's citizens probably had the same unconcerned opinion as did Sherriffs' main opponent, incumbent board member A. K. Sackett, who said, "Well, the non-club-members are going to be socially disappointed sometime so they might as well learn now."

CONTINUED ON PAGE 81

SEE THE NEW GIBSON

WITH EXCLUSIVE NEW

Swing-out Servers

PLUS

Automatic Defrosting



It practically *hands* you the food . . . this beautiful new Gibson Refrigerator with "Swing-out Servers"! Meat locker, 2 crispers and shelf—they all swing right *to* you!

And oh lady, wait'll you see all the *other* wonders of this nothing-like-it Gibson! Automatic defrosting, big full-width freezer, door racks and butter storer —everything to make this the handiest, roomiest, most efficient refrigerator you ever dreamed of!

So don't miss seeing this new Gibson beauty with new "Cameo Cream" interior before you make your choice. Visit your Gibson dealer—*now!*

FREE! Accept this exciting

at your cooperating Gibson Dealer

3-bottle Harriet Hubbard Ayer

Cologne

ACCORDION



For merely seeing a demonstration of the new Gibson refrigerator, electric range, food freezer or air conditioner at your cooperating Gibson Dealer! Offer limited! Act now!

Guaranteed by Good Housekeeping

. . . of course, it's electric!

YOUR DOLLAR BUYS MORE THAN EVER BEFORE . . . WITH A

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REFRIGERATORS • ELECTRIC RANGES • FREEZERS
AIR CONDITIONERS

©Gibson Refrigerator Co., Greenville, Mich.

In Canada—Gibson Refrigerator Company of Canada Limited, Montreal, Quebec.

Add Spice to Dad's Life

FATHER'S DAY—June 21



SINGLE ITEMS: Stick Deodorant, 1.00 • After Shave Lotion, 1.00 • Shaving Mug, 1.25 (Refill, .75) • Men's Talcum, 1.00 • Shaving Cream, Brushless or Lather, .50

GIFT SETS: Lotion, Talcum, for electric shavers, 2.00 • Shaving Cream, Travel sizes Lotion, Talcum, 1.50 • Stick Deodorant, Lotion, 2.00 • Lotion, Mug, Talcum, 3.25

Other sets and single items from .50 to 5.75

Prices plus tax, except on Shaving Cream and Soap

SHULTON

New York Toronto



A PARADE ON ELECTION EVE MADE HIM FEEL BETTER

On election eve Sherriffs rode in a caravan with another candidate who worked with him during the campaign. "I felt like a fish out of water for 10 minutes," said Sherriffs. "But when I saw people peeking through venetian blinds, I began to get in the spirit of the thing."



BUT THE VOTES WENT AGAINST HIM

Sherriffs and his wife (*left*) went to City Hall to follow the tabulating. He made a close race of it but never pulled ahead of the two incumbent candidates, one of whom beat Sherriffs by only 227 votes out of more than 40,000 cast.



THEN HE WENT HOME TO TELL HIS CHILDREN HE LOST

Alex Sherriffs woke up his daughter Anna to tell her he'd lost. She burst into tears. Sherriffs in retrospect blames his defeat on fact that "people are frightened of Communism." But he is bitter against Robeson for "setting group against group, raising suspicion and hatred."

NEW *Personalized* PLAY COTTONS

ANY INITIAL / ON TERRY CARDIGAN SET

ANY NAME / ON FINE KNIT-SHIRT



SIZES: 1 to 8
NOTE: Shirts in sizes 1 and 2 have Button Shoulder

NEW 2-PIECE TERRY CARDIGAN SET WITH HAND-PRINTED MONOGRAM

(A) Picture that youngster proudly dressed in this handsome play outfit . . with *his or her* initial boldly printed on Cardigan. Boxer Shorts match. Expertly made of fluffy soft, snowy Terry Cloth. Washfast! Sizes: 1, 2, 3, 4, 6 & 8. *Any Initial.* State size.

14M4001—Boys' Style
14M4003—Girls' Style
} 2-Piece 2.49

A GAY FINE GUARANTEED QUALITY COTTON KNIT NAME-ON T-SHIRT

(B) Smash hit! *Matchless* value in a delightful *personalized* knit T-Shirt of fine soft cotton! Any popular name or nick-name of child appears in bright bold deeptone color on shirt. Guaranteed washfast! Ideal gifts, too. No ironing. Sizes: 1, 2, 3, 4, 6 & 8.

14M4006–Regular 1.69 to 1.98 value. SALE 1.19 Each, 2 for 1.98 . . 3 for 2.90

FROM THE *Cotton Shop* OF SOUTH CAROLINA MILLS
SPARTANBURG, SOUTH CAROLINA

SAVE EXTRA ON POSTAGE
enclose payment with your order and we will pay all Postage.

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We'll send you our new exciting Summer catalog. Simply mail the coupon or a postcard today.

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Please send the following Personalized Cottons to me:

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Address _____
City _____ State _____
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☐ Check here if this is your first order from the Cotton Shop

Great Going!



Want real driving pleasure? Fill up your tank with famous Fire-Chief gasoline! You'll feel the *go* in Texaco Fire-Chief—in fast starts, smooth get-a-ways, plenty of husky hill-power. And remember—Fire-Chief gasoline sells at *regular* gasoline prices. So stop in and fill up your tank with Fire-Chief, at your Texaco Dealer—the *best friend your car ever had.*

...and don't forget the best motor oil your money can buy.



THE TEXAS COMPANY

TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and Latin America

TEXACO
FIRE-CHIEF
GASOLINE



A BAG OF PAPERS ON HIS BACK, EDDIE HEAVES A COPY OF THE BELLEFONTAINE "EXAMINER" TO A HOUSE PORCH

THE ONE-WHEELED DELIVERY BOY

Unicycles are useful, says Eddie, even if he can't give rides

To most people, riding a unicycle is a form of insanity best left to jugglers and vaudeville comedians. Fifteen-year-old Eddie Boblitt of Bellefontaine, Ohio, however, not only rides a one-wheel bike but also gets some use out of it. He delivers papers on it (*above*). Eddie got his wheel last summer from his grandfather and took five days to learn how to ride it. He has been praising and pedaling it ever since.

Unicycles, says Eddie, are simpler than bicycles and easier to maintain. They have, for example, only one tire to blow out. Eddie can turn on a dime, and both hands are free for chores like tossing papers. If he falls off, as he does occasionally when jumping a curb, the wheel drops away from him and he lan[ds] on his feet. The only drawback is [t]hat his girl riding on the hand[le]

5 lbs. off the first week

with

Ann Delafield's

Reducing Plan



Want to lose ugly pounds? Do as Diane Phillips* did . . . lose painlessly, easily and, oh, so happily!

*Address upon request from Rexall, Los Angeles



"You don't starve!"
"You don't count calories!"
"It's a food—not a drug!"

Ann Delafield

"5 pounds lighter . . . 5 times happier in one week. That's what happened to Diane Phillips during her first week on my reducing diet," says Ann Delafield. "Do as she did. Lose the safe, sure, scientific way. Lose without starving . . . without drugs. Best of all, when you lose pounds my way, they stay away . . . for my plan is a lifetime beauty plan." Don't wait! Your Rexall Store has the Ann Delafield Plan . . . big beauty book plus a 30-day supply of Appetite Reducing Wafers and Vitamins.

"START TODAY—LIKE YOURSELF BETTER TOMORROW"



COMPARE! **SO FEW CENTS A DAY** *for the only complete reducing aid*

You get

SHARP BARGAIN!

3" Paring Knife
49¢

5" Utility Knife or Individual Steak Knife
59¢

6" French Cook's Knife
79¢

9½" Serrated Bread and Ham Slicer
98¢

LOOK FOR THIS DISPLAY

EKCO
Eterna
HOLLOW-GROUND STAINLESS STEEL

Heat-treated and Tempered—like the finest knives made!

Compare this beautiful Ekco Eterna Cutlery with the collection of battered miscellaneous knives in your kitchen drawer! Then see how little it costs to replace your old knives with matching Ekco Eterna Cutlery.

Ekco Eterna is a real buy—made by the makers of famous Flint Cutlery. The blades are tempered, heat-treated, hollow-ground stainless steel—like the finest knives made. The handles are lustrous rosewood. The prices are a pleasure!

Make your selection of Ekco Eterna Cutlery today wherever fine housewares are sold. Available individually or in gift-boxed sets!

EKCO ... the greatest name in housewares

EKCO PRODUCTS COMPANY
Avenue, Chicago 39, Illinois

Unicycle CONTINUED



MANEUVERING CAREFULLY, Eddie negotiates a narrow spot. Lack of handle bars makes such problems simpler. Unicycle fits easily into a car trunk.



GETTING ON, Eddie puts his right foot on the right pedal, gives a push, jumps up onto the seat, slams his left foot against the other pedal and is off.



WITH ONE-WHEELED FRIEND, Max Garman, Eddie takes ride in country. Stunting runs in Eddie's family: uncle plays table tennis on roller skates.



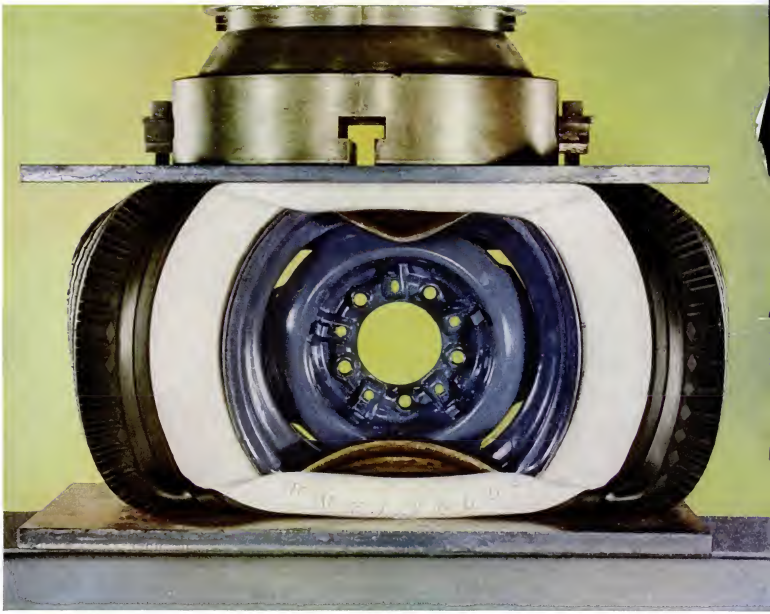
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Now TASTE the Choicest of Beers

PREMIUM QUALITY FALSTAFF

The more demanding your taste, the more you'll appreciate the creamier texture, the remarkably mellow flavor of Falstaff. ✣ This is the beer that's become America's successor to the old world's best—faithful for three generations to true beer character and quality! ✣ The supply is still limited. But watch for *Premium Quality* Falstaff . . . with its Premium Label . . . at your favorite tavern or store. And then taste why Falstaff is so famous . . . from coast to coast!

28,000 LB. PRESSURE CR
MIRACLE NYLON CORD SUPER



The new All-Nylon Cord Super-Cushion is up to 80% stronger than a tire with standard cords. In fact, in many tests (like the one above) this tire has taken more than twice the punishment!

And now, you can *get* the extra strength and safety of an all-Nylon cord tire for only a few dollars more than you formerly paid for a standard tire! You'll get up to 21% more mileage, too, thanks to a new, improved tread rubber. See this great new tire at your Goodyear dealer's now!

MIRACLE ALL-NYLON CORD SUPER-CUSH

USHES WHEEL AND RIM!
R-CUSHION TIRE UNDAMAGED!

New all-Nylon cord tire costs only a few dollars more than a standard tire!



An All-Nylon Cord Super-Cushion was mounted on a standard wheel and rim and inflated to normal air pressure, just as it would be on your car. It was then placed between the jaws of a gigantic hydraulic press.



The torture started. The pressure climbed steadily . . . 10,000 . . . 15,000 . . . 20,000 lbs. Finally . . . at 28,000 lbs. the wheel and rim collapsed. 11-gauge steel crumpled like a matchbox. You see it in the big picture on the left-hand page.



Yet, when the new All-Nylon Cord Super-Cushion was examined, it was completely undamaged. In fact, it was then remounted on a new wheel and driven on a test car. There was no evidence that it had been affected in any way.

Tests prove new tread rubber gives up to 21% more nonskid mileage!



A new development in rubber-toughening carbon black gives the new Super-Cushion a new kind of tread rubber.

Result: As much as an extra 1000 miles for every 5000 you used to get!

← Both tires shown here were driven the same distance. The tire at the right is smooth. But the new Super-Cushion, with improved tread rubber, still has thousands of miles of safe, nonskid driving left!

See your Goodyear dealer today! Although he may not have your size because of the limited supply of Nylon cord, he will be glad to accept your order for future delivery. Goodyear, Akron 16, Ohio.



America needs better, safer roads. Let's bring them up to PAR.

ION by GOODYEAR

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio



He's packing a wardrobe of good news called CHROMSPUN

Every piece of clothing you see in this picture owes its color-enduring good looks to Chromspun. After all of it has been worn, washed or cleaned and exposed to the hazards of busy living, it will still be as color right and handsome as when you buy it.

Chromspun is Eastman's answer to the problem of colors that fade. Every day this amazing color-locked fiber is becoming a bigger factor in men's accessories and clothing. And why not? For every man who wants his dollar to go farther, there is plenty of good news in the fact that Chromspun is fast to light,* cleaning, washing, gas fumes; and being Eastman acetate, it soils slowly, resists wrinkles, moths and mildew. It also feels luxurious and is wonderful to wear.

You'll find Chromspun adding beauty and value to a wide range of house furnishings, as well as every type of women's and children's fashions and fabrics by the yard. Look for the name Chromspun; it's Eastman's trademark and your guide to colors that endure. You'll find it in fine stores everywhere.

TENNESSEE EASTMAN COMPANY, 260 MADISON AVENUE, N. Y.

CHROMSPUN IS THE COLOR-LOCKED **Eastman** ACETATE FIBER

*All Chromspun colors have passed Class L6, AATCC tests for light fastness.

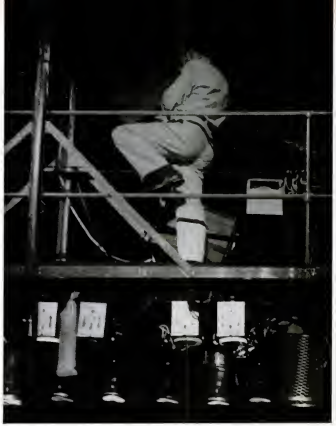
TENNESSEE EASTMAN COMPANY, division of EASTMAN KODAK COMPANY

THEATER

A Backstage Music Drama

'Me and Juliet' combines love and crime

In their newest musical, *Me and Juliet*, Rodgers and Hammerstein spin a backstage love story around the members of a Broadway musical, which is not unlike one of their own hits (*South Pacific*, *The King and I*). The show is at its best in its affectionate details of backstage life and at its most exciting when it uses the theater's paraphernalia to heighten its dramatic moments—as in the incident shown here where a spectacular stage musical number swirls heedlessly around a chorus girl caught by a murderous boyfriend as she stops in the wings to embrace the man she really loves.



TROUBLE FROM CATWALK (*right*) brews as a love-crazed electrician spots his girl friend backstage embracing the man she loves (*below*) and tries to kill her by dropping a sandbag.



CONTINUED ON NEXT PAGE

THE MAKERS OF
ATLANTIC BOND
BUSINESS PAPERS
PRESENT



Grantland Rice's

ALL TIME
ALL STARS
of SPORT



The Unusual TENNIS RECORDS of DON BUDGE

There is only one man in the history of tennis to win the championships of Wimbledon, America, France and Australia in one year, Don Budge turned the trick in 1938. In the same year he won the Wimbledon doubles championship, the Wimbledon mixed doubles and the U. S. doubles championship. Ranked number one in the world in 1937, Don Budge played on the great U. S. Davis Cup teams of 1935, 36, 37 and 38 before turning to professional tennis.

Here's another unusual record — When you specify Atlantic Bond you join 8 of America's 9 biggest steel mills, 12 of the 15 largest carpet mills, and 7 of the 10 top fountain pen companies. They get crisper, better-looking letterheads or office forms with Atlantic Bond. So can you.

EASTERN CORPORATION, BANGOR, MAINE

Ask your printer or write us on your letterhead for a big 17" x 22" sheet with Grantland Rice's selections for All Time Tennis All Stars, attractively illustrated and suitable for framing.







AN AMOROUS CONDUCTOR (George Irving) gets daily gardenia, supposedly from female admirer in audience, actually from stage manager to keep conductor interested in job. He sniffs (*top*) to catch her attention, then peers into audience, later gives up and wears carnation.



FUN OF ACTING is extolled by Isabel Bigley and Joan McCracken in *It's Me.* Sings Joan, "Who's that girl who's getting the wows? . . . It's me, it's me!"

A LITTLE TOO MUCH LOVE

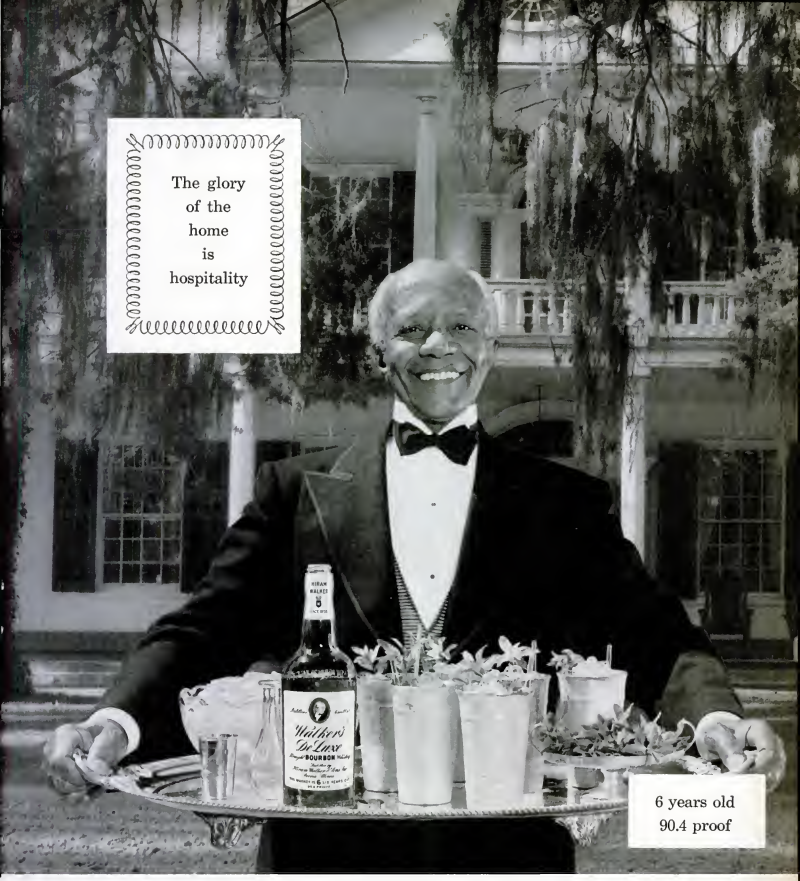
Apart from the principal love story in *Me and Juliet,* there is also a love-sick orchestra conductor, a lovesick ballerina, her aloof but lovesick boyfriend, along with three other more or less lovesick characters who sing and dance in the show within the show. All of these amatory complications make *Me and Juliet* a little too plotty and will probably keep it from stacking up with the big-league Rodgers and Hammerstein hits. Richard Rodgers' tunes, however, are in his best dancy and dreamy style, and the backstage atmosphere designed by Jo Mielziner is as authentic and handsome as anything on Broadway.

In the love parade it is Joan McCracken, as Betty the ballerina, who adds most to the show. Celebrated 10 years ago as "the girl who fell down" in a dance number in *Oklahoma!* Joan has twirled in and out of a half dozen Broadway shows, still seems enough of an elf to dance on a mushroom but has learned to sing loud and strong as if she lived on T-bone steaks.



HOT DANCE rehearsal is engineered by Betty as an excuse to make love to stage manager (Ray Walston) who has kept aloof in order to keep discipline in the company. "Who's rehearsing who?" the surprised manager observes.

CONTINUED ON PAGE 88



An elegant julep, sir? It's Walker's DeLuxe!

The hospitality of your home is graciously expressed by drinks of this elegant-tasting Hiram Walker whiskey. Walker's DeLuxe is straight bourbon whiskey at its finest—6 years old, 90.4 proof. May we suggest it for the friends who come to your home—and for yourself?

Hiram Walker & Sons Inc., Peoria, Illinois

The New "Outer-Look"
CALLS FOR THE
New FORMFIT "Under-Look"



Above the waist the new "Outer-Look" is soft and rounded—utterly feminine but natural and free of exaggeration. Delightful, how Formfit's Life Bras persuade your curves into line . . . give you the "Under-Look" today's "Outer-Look" calls for . . . with boundless comfort and freedom. Reason? Life Bras fit you not only for bust size and cup size, but also for degree of separation—to *elevate, separate, rejuvenate* perfectly. Pick from a parade of lovely styles in nylon, cotton, satin. At the better stores!

Life Bras from $1.25

THE FORMFIT COMPANY
CHICAGO, NEW YORK



For a Sweetheart of a Figure

Life by Formfit

MORE WOMEN WEAR FORMFIT THAN ANY OTHER MAKE

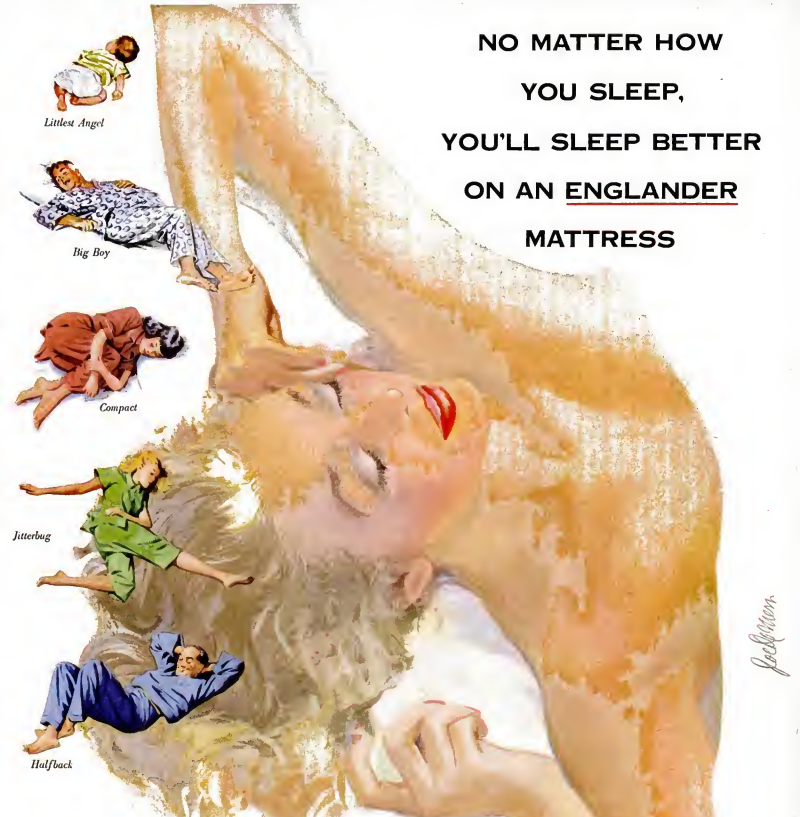


BUSTING UP THE SHOW, jealous electrician (Mark Dawson, *top left*) dashes drunkenly on stage during performance while actors try not to notice.



BENT ON MURDER, electrician (at window) tries to break into manager's office where Jeanie and Larry (Bill Hayes) are hiding. But Larry laces into him.

NO MATTER HOW YOU SLEEP, YOU'LL SLEEP BETTER ON AN ENGLANDER MATTRESS



Count to 3 and go to sleep! Englander's exclusive three-layer principle of comfort and firm support gives you the best night's sleep of your life—*every night!* Your Englander mattress of Goodyear's Airfoam and the famous Englander Red-Line Foundation work together in an ensemble like this:

1. It cushions. Airfoam mattress cushions you on bubbles of air. Cool, odorless, never sags or lumps, never needs turning.

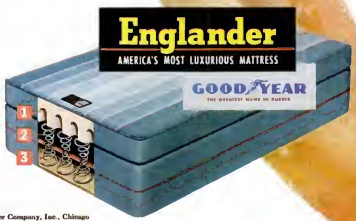
2. It yields. Top spring layer of Englander Red-Line Foundation yields to fit your body contour.

3. It supports. Bottom spring layer, joined to top layer by a flexible steel band, gives firm support for healthful sleep.

Guaranteed for 20 years. 30-Day Free Trial. See it now at your favorite furniture or department store. Look for the Red-Line when you buy.

Englander mattress of Goodyear's *Airfoam** $79.75

Englander *Red-Line** Foundation $69.75



*TM The Goodyear Tire & Rubber Company †TM The Englander Company, Inc. © 1953, The Englander Company, Inc., Chicago

NEW! A famous chef brings you his latest secret-recipe masterpiece!

CHEF BOY-AR-DEE®

MEAT BALLS in BROWN GRAVY





savory!
Delicious braised beef meat balls in smooth, rich gravy—blended to the Chef's secret recipe.

nourishing!
Rich in body-building proteins of fine beef.

thrifty!
Ten meat balls in every can—plus gravy that'll do you proud! All for less than 15¢ a serving.

quick!
Ready to heat. Mouth-watering on mashed potatoes, rice, noodles, toast! Try a can *today!*

Save time!
Save money!
Make one night a week
"CHEF NIGHT"

CHEF BOY-AR-DEE leads in these other quick-meal products with meat balls:

Sauce with Meat Balls. Another quick Chef Boy-Ar-Dee meal-maker. Six beef meat balls in tempting meat-tomato sauce. Ready to heat. Serve on toasted English muffins . . . *grand.*



Spaghetti and Meat Balls. Tender strands of spaghetti cooked in nippy tomato sauce. *Four* delicious beef meat balls in every can. A great dinner dish. Ready to heat!



FRAGILE PAGES FROM THE OLDEST BIBLE

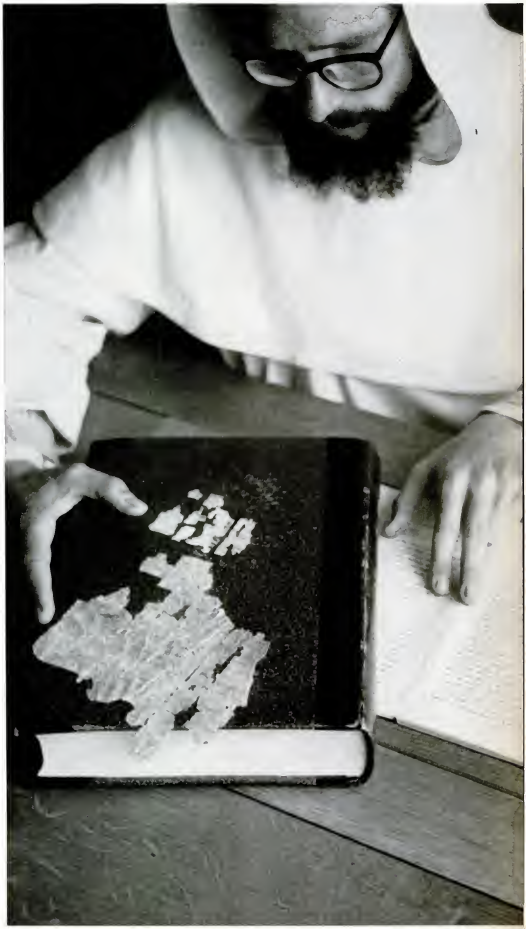
Jordan Arabs make historic find

In Jerusalem, Dominican scholars are painstakingly assembling fragments of the oldest Bible ever found—the leather and parchment remains of some 70 biblical manuscripts 1,000 years older than any previously known. Inscribed about 2,000 years ago, before Christ was born, they were apparently the library of a scholarly Jewish sect, the Essenes. Sometime around 100 A.D. the Essenes were massacred by the Romans, but before they were killed they hid their scrolls in a cave near the Dead Sea. There, a few months ago, a band of Bedouin shepherds found them.

So far the Dominicans have examined fragments of 38 scrolls, which are written in Hebrew, Aramaic and Greek. They have found that the scrolls cover 19 books of the Old Testament and unknown parts of the Apocrypha. Because of their antiquity, a careful study of the manuscripts will reveal many details of 10 unknown centuries of the Bible's history.



LEATHER CASE, called a phylactery, contained Bible passages, was worn on forehead for prayers.



ASSEMBLING FRAGMENTS, Father Barthelemy, a Dominican biblical expert, checks it with modern text. Passage is one from Exodus in which God tells Moses he will free Israelites from Egypt.

CONTINUED ON NEXT PAGE



Now the natural skin-conditioner found in fleece is improved upon by science! In Lanotrate[25] its benefits are concentrated 25 times.

Found—the clue to Gentler Shaving

From the centuries-old knowledge that a mysterious natural substance in the fleece of sheep acts to prevent irritation in human skin, science has found the clue to better shaving!

25 times as much of this beneficial substance is now concentrated in a new ingredient—LANOTRATE[25]—found only in Williams shaving creams.

With active Lanotrate[25], these new Williams shaving creams:

1. **Actually increase water's ability to penetrate and soften stubborn stubble** —*for closer shaves . . .*
2. **Protect your skin with a lubricant coating, ease the path of the razor across your face**—*for faster shaves . . .*
3. **Leave active Lanotrate[25] on the face**—**easily absorbed, to condition your skin for shaves to come.**

Special introductory offer: Buy the new Williams today—Lather, Brushless, or Instant. If you don't agree it is what you have always wanted, mail us the partly used container and we'll send you *your money back.*



Now—Williams Instant Lather! Billows of rich, real lather at the touch of your fingertip—plus the exclusive benefits of skin-soothing LANOTRATE[25].



Oldest Bible CONTINUED



CARTON OF FRAGMENTS contains about one tenth the total amount of parchment discovered. It may take 10 years to assemble all 70 manuscripts.



GLASS PLATES flatten parchment for photographing. Pictures are used for matching so originals need not be handled.



AIRTIGHT JAR containing a moist sponge is used to soften the stiff fragments of a leather scroll so they can be flattened out between glass plates.

CONTINUED ON PAGE 98





Specially pre-cooked for greater digestibility

4 varieties at your druggist's or grocer's

Boon to Mother Safe for Baby!

Exclusive "Handy-Pour" spout on the Pablum package prevents messy, wasteful spilling . . . keeps baby's cereal fresher and safer between feedings.



Strong, Healthy On Pablum

Four different-tasting Pablum® Cereals give baby the variety he craves, plus high nutritional values so important up through his second and third year.



Time for Baby's Visit To the Doctor's?

Don't put it off! He is anxious to help you, even with your smallest problem. Remember, he is the expert when it comes to knowing what is best for your baby.



Pablum is the Original Pre-Cooked Cereal . . . made only by Mead Johnson & Co., Evansville, Ind.—world famous for nutritional products for infants and children.

MEAD



AT CAVE'S MOUTH fragments are examined by G. Lankester Harding, Jordan's Director of Antiquities, who bought scrolls from Arabs for $42,000.



PIECES OF POTTERY from jars which held manuscripts are studied by Dominicans of French school in Jerusalem, where scrolls are being assembled.



BRONZE SCROLL found with others is probably major document since metal was used. But it is so brittle scientists have found no way to unroll it.



In any weather...with any camera...

Clear, bright snapshots guaranteed

if you use ANSCO film!

You get the kind of clear, bright snapshots you like with Ansco All-Weather Film, or get a new roll free! Yes, either you are completely satisfied with the snapshots you make with *any* camera, in *any* weather, *indoors* or *out*, or just return the guarantee bond and negatives for a new roll of film.

Why take chances with other makes of film, when Ansco—*and only Ansco*—guarantees results? Ask for Ansco *All-Weather* Film in the bright red, blue and white package wherever you buy!



You Save 15¢
by getting Ansco All-Weather Film in the 3-Roll Economy Pak! Also single rolls.

Ansco Readyflash. This easy-to-use flash camera is of sturdy construction. Makes album-size 2¼x3¼" pictures.
A real Ansco value . . . **$6.30**
Flash Attachment **$2.75**

ANSCO, Binghamton, N. Y. A Div. of Gen'l Aniline & Film Corp. *"From Research to Reality."*

Ansco All-Weather Film



if you paid a million $ $ $

you couldn't be happier
with a swim suit

this is everything you want,
everything you need in a swim suit.
We call it "postage stamp" because that's
about the size and weight of it in the hand. On the body
it's the swim suit powerhouse of all time. Fabric is
Jantzen fast-drying all-nylon Crinkelastic,
shirred with elastic up and down, front and back,
deviously and deliberately to give you a wonderful
figure (that's the specialty of the house).
Girl's suit 10.95 . . . trunks 4.95 . . .
vital colors and black . . . at most stores.

Jantzen®
best of all swim suits

nothing does as much for a body as a Jantzen

JANTZEN, PORTLAND 14, OREGON

The "insiders" call it the buy of the year!



160-horsepower *Packard* CLIPPER Deluxe. Be sure to see and drive it.

The New Packard

This great new medium-priced line is making the kind of news you like to read: *"a truly big car that even 'lowest-price' buyers find interesting."*



That's the new *Packard* CLIPPER story in headlines. The rest of it only you can write... *on the road!*

So if you've got a new car in mind, don't miss a demonstration in the medium-priced car that's made news all year—the new *Packard* CLIPPER.

Try the others, of course. We welcome comparison, because in the CLIPPER we've got values you'll find only in a car made by Packard, America's most experienced producers of fine cars.

Have you overlooked this—

Maybe you're a confirmed "lowest-priced" car buyer, but are beginning to wonder whether you couldn't use a little more automobile on today's crowded, high-speed highways. *We especially want you!*

If you'll think a minute, you'll realize that with a dolled-up lowest-priced car you're really in the medium-price field anyway, or close to it. And you've still got, basically, a smaller, lighter car—with no chance of adding the Big Important Three of today's driving: *power* steering, *power*



CLIPPER

braking and *power* shifting—all of which are available to CLIPPER buyers.

Every inch your big-car dream!

That 122-inch CLIPPER wheelbase and overall length of 213 inches is Big Car! Yet the CLIPPER is perfectly parkable in metered spots and tight spaces. And on the road, it's a dream!



The CLIPPER'S contour styling means real Big-Car smartness and beauty—something proud and spirited to drive; something that will add dollars to the trade you'll make someday.

Power? Ever since you took your first jalopy to your heart, you've heard that Packard engines are famous the world over for power and ruggedness.

If your *Packard* CLIPPER dealer hasn't looked you up, it isn't because he isn't working. Chances are he's the busiest dealer in town. Look him up if you plan to pay $2,500 or more for an automobile. See for yourself why low- and medium-price buyers call the CLIPPER "the buy" of the year.

New Packard **CLIPPER**

In addition to the Clipper, PACKARD is building today a car so beautiful and fine that it is applauded everywhere as "America's new choice in fine cars." Ask the man who owns one—today!



For Father's Day—A gift of cool comfort!

Why should Dad simmer this summer? Here are new Arrow Lightweights — shirts, handkerchiefs, shorts and undershirts — cool as willow-shade, an open invitation to every refreshing breeze.

And *smart?* Just take a look at this page. Or better still, drop in to your Arrow dealer's. You'll find just the color, just the collar, just the *perfect* gift for Dad. Shirts, $3.95 up; handkerchiefs, 35¢ up; acetate foulard ties, $1.50; shorts, $1.45 up; briefs, $1.00 up; and undershirts, $1.00 up.

Cluett, Peabody & Co., Inc.

ARROW
TRADE MARK
Lightweight Living

FOR FATHER'S DAY, JUNE 21





PRODUCER ROSENBERG AND DIRECTOR MANN LOOK OVER JIMMY STEWART, THIRD MEMBER OF MONEY-MAKING TRIUMVIRATE, IN NEW EPIC, "THUNDER BAY"



ALL-OUT SELLING of film, *Bend of the River*, enlists Stewart to make personal appearance—and a spectacle of himself—among Western Cavemen club, a playful society of local boosters in Oregon.

THE UNIVERSAL APPEAL

One Hollywood studio finds a profitable substitute for prestige

Under Old Mogul Carl Laemmle, Universal Pictures was one of the great Hollywood studios, with a sure eye for the people's taste (*The Hunchback of Notre Dame, All Quiet on the Western Front*). In 1946 it expanded into Universal-International and embarked on a program which was hardly less pretentious than its name. It was going to make only distinguished moving pictures.

Three years later U-I was knee-deep in prestige from movies based on foreign novels (*Letter from an Unknown Woman*) and Broadway plays (*Another Part of the Forest*). But its ledgers were deeply dyed in red. Out the window went prestige, and the Universal program was aimed at a more universal appeal. One surefire formula was to get a big-name star who would forego salary for a percentage of the profits, cast him in a colorful, well-made, down-to-earth American adventure story, and publicize it to the hilt with the willing help of the profit-conscious star. Biggest success with this formula has been made by the trio (*above*) of Jimmy Stewart, Producer Aarou Rosenberg and Director Anthony Mann. Other stars (*p. 106*) have rallied to the system. Other formulas in the folksy line of pictures (*p. 109*) uncovered another mine of profits for U-I.

Now everything is rose-colored in Universal City. It has been several years since a U-I-produced picture was seriously considered for an Academy award. But while other major companies have been yawing madly on the stormy financial seas of recent years, U-I's common stock has shot up 200% to become, according to *Variety*, "the darling of Wall Street."

CONTINUED ON NEXT PAGE

Here's the camera that has made a million friends!

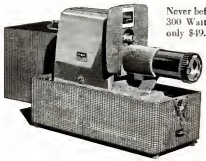


argus C3 $69.50
including case and Flash

It's a fact: More people buy the Argus C3 than any other 35mm camera in the world. Here's what they get: A color-corrected, f:3.5 Cintar lens*—finest of its kind ground in America; precision shutter with speeds up to 1/300 second; lens-coupled rangefinder; built-in flash synchronizer—you plug the flash gun right into the camera. It's ideal for black-and-whites, action, flash, and color slides.

**The Argus-Sandmar Telephoto Lens and Wide Angle Lens are easily interchangeable with the Cintar lens, making the C3 as versatile as cameras costing hundreds of dollars more. These accessory lenses are available at extra cost.*

And here's the new Argus 300 Watt Projector that will make a million more!



Never before could you buy a precision-built 300 Watt projector with these features for only $49.95. A 4-inch, color-corrected f:3.5 lens; a powerful, yet silent blower and special heat-absorbing lens to keep your slides cool; a "right-side-up" rotary slide carrier to prevent upside-down pictures. It's the perfect companion for any 35mm camera.

49.95 complete with carrying case.

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argus

–World's largest manufacturer of 35mm cameras

SOME STEWART STAPLES



CONFLICT is an essential ingredient in the Stewart series. In *Thunder Bay* shrimp-boaters attack oil-drillers who are muddying up their waters.





NATURAL SETTINGS are used extensively. This is Columbia River, over which Stewart is driving in dramatic moment of *Bend of the River.*

CONTINUED ON NEXT PAGE





AMERICAN HISTORY gets a reworking, as in *Winchester '73*, which gives Stewart and his rifle much of the credit for winning of the West.





Fast, cool electric shaving no matter how hot the weather! That's what thousands of men now enjoy with this wonderful before-shave beard conditioner. Try it yourself—and see why they smile!

In Hot Weather

get top performance from your electric shaver

No need to have summertime shaving troubles with your electric razor! You don't have to put up with razor drag that's caused by sticky weather, or get your razor clogged by perspiration. You don't have to get uneven shaves due to wilting whiskers, either. Not any more! All these are done away with when you use this wonderful beard-conditioner . . . *before you shave!*

It instantly conditions your face in three ways. And as a result, it gives you a closer, longer lasting, quicker shave . . . and with *any electric shaver.*

You just spread a few drops on your face *before* shaving, and here's what happens:

1. **Perspiration that clogs your shaver is evaporated**
2. **Your skin is smoothed. Lubricated to eliminate "shaver drag" and allow faster, far more comfortable shaving**
3. **Your whiskers are softened so your shaver can cut them off quickly, cleanly and closely.**

This marvelous *before-shave beard-conditioner* is called Lectric Shave. Besides letting your electric shaver operate at peak efficiency in hot weather, Lectric Shave leaves your face feeling wonderfully cool and refreshed—brings new shaving comfort to skin that is dry and sensitive. And it's good for your shaver's cutting head, too.

Try Lectric Shave tomorrow. It's available at your nearest drugstore or toilet-goods counter—and it costs less than a penny a shave! Only 49¢, no U. S. tax, for the 3-oz. bottle—enough for 80 shaves.

Free! We'll send you a generous sample bottle of Lectric Shave—enough for a full month of shaving—*absolutely free.* Send your name and address to The J. B. Williams Co., Dept. LL-15, Glastonbury, Conn.





"With Lectric Shave, I shave much closer and faster—and get a cooler, more comfortable shave, too," *reports F. Ensminger, Jr., Newark, N. J.*



"It fills a long-felt need," *says W. H. Farley, Newton Centre, Mass.* "Lectric Shave makes it possible to get fast, close shaves. There's no irritation, either—even in hot weather."





OTHER STARS LIKE THE SYSTEM



TYRONE POWER got 50% for *Mississippi Gambler*, the most profitable U-I picture to be released in 1953.



GREGORY PECK made a 30% participation deal for 1952's *World in His Arms*, which is expected to gross over $4 million when all the returns are in.



ALAN LADD (50%) made *Desert Legion*, in which he dallies with an Algerian emir's daughter (Arlene Dahl).

CONTINUED ON PAGE 100

Get ready for vacation pleasure!



...with relaxed, scenic Greyhound trips to anywhere in America

Now's the time to plan if you want to pack every minute of vacation time with relaxation, fun, and adventure! The place to get complete, helpful information is your nearest Greyhound ticket office. Greyhound Travel Bureaus, in all principal cities, will help arrange every detail of your trip—even make hotel reservations.

Get set for travel savings!



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NEW ENGLAND, 8 days from New York	$65.50
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FLORIDA, 15 days from Jacksonville	77.10
DETROIT & WINDSOR, 2 days	13.25
EVERGREEN CIRCLE, 3 days from Seattle	28.15
PAUL BUNYAN, 7 days from Minneapolis	36.85
GRAND CANYON-UTAH PARKS, 5 days	76.00
GREAT SMOKIES, 3 days, 7 meals	50.00
MONTREAL-QUEBEC, 5 days	42.10
GLACIER NATL. PARK, 3 days, 6 meals	37.25

(Prices subject to change. U. S. Tax extra)

These delightful tours—and hundreds more—include hotels, sightseeing, transportation.

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You're off to a winning start when you step aboard a Greyhound coach, en route to Vacationland, U.S.A.! Getting there and back is a scenic treat (optional routes going and coming)—and you're totally free from driving strain.

Dollars saved by Greyhound give you extra days of pleasure. Scores of Greyhound schedules take you *straight through* by most direct routes, without change of bus or baggage.

BIG NEWS! The world's most amazing motor coach, Greyhound's new HIGHWAY TRAVELER eliminates conventional steel springs, floats bus passengers on cushions of air. Hundreds of these new coaches, with advanced air conditioning, now in operation.



Beautiful PLEASURE MAP of AMERICA

It's packed with bright pictures and suitable for framing. Interesting facts about pre-planned vacations all over America. Mail coupon to: Greyhound Information Center, 71 West Lake Street, Chicago 1, Illinois.

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Known by the Company it Keeps

Seagram's VO

CANADIAN WHISKY—A BLEND . . . OF RARE SELECTED WHISKIES • THIS WHISKY IS SIX YEARS OLD
86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.



"GIMMICKS" exploited by U-I include football-playing chimpanzee Bonzo and Jeff Chandler as a bloodthirsty but honorable redskin named Cochise.

ANIMALS, APACHES, KETTLES

A good share of the profits which have so delighted U-I's stockholders has come from the studio's "gimmick" pictures—a gimmick being defined by a U-I press agent as "a talking mule or Yvonne De Carlo." These films are cheap to make, easy on the eyes and the mind and, while unimpressive to critics, a great hit in small towns.

U-I picks up a gimmick where it finds it. When Marjorie Main and Percy Kilbride, as the laughable Ma and Pa Kettle, proved to be the hit of U-I's most popular film, *The Egg and I*, they were made stars of the sequel, and the four sequels following that. When a young player on the U-I contract list, Jeff Chandler, attracted attention as the Apache chief Cochise in a Fox picture, *Broken Arrow*, U-I quickly had him play Cochise all over again in a picture of their own, *Battle at Apache Pass*. Turning to animals, U-I has run up tidy profits with films starring the chimpanzee Bonzo and the talking mule Francis, who is now preparing to voice his opinions on life in his fourth movie role.



FRANCIS, the talking mule, helps cub reporter Donald O'Connor with hot tips in *Francis Covers the Big Town*, fourth of the series launched in 1950.



MA AND PA KETTLE (Marjorie Main and Percy Kilbride) strike incongruously rustic air in gleaming house they won in a lottery in their third movie.

Cooling, Refreshing

Palmolive After-Shave Lotion Soothes Your Face from Shave to Shave!



REFRESHES AND INVIGORATES! Your face feels extra cool and clean the moment you use Palmolive After-Shave Lotion! Takes the sting out of the closest shave—helps prevent infection of tiny nicks and cuts.

SOOTHES FROM SHAVE TO SHAVE! Tests prove that Palmolive After-Shave's emollient ingredient penetrates outer skin surface to help keep your face feeling comfortable and soothed till your next shave—*24 hours later!*

IT'S A GREAT UNDERARM DEODORANT, TOO! Here's the ideal combination for a man's deodorant. One: Bracing, outdoor aroma. Two: A special ingredient to destroy bacteria that cause odor. Try it—tomorrow!



Cools in Seconds . . . Soothes for Hours!



Nino says—
Send Your RUGS to a *Professional* RUG CLEANER
NATIONAL INSTITUTE of RUG CLEANING
SILVER SPRING, MARYLAND

Tiny BURNS MAY LEAVE Lifetime Scars

Apply Fast 4-Way All Around Help
Soothing, cooling OIL-O-SOL for minor burns. Helps ease pain; fight infection; prevent blisters; speed healing.
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MOSSO'S OIL·O·SOL

The Battery You Can Always *TRUST*
Thor
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Make Your Bread RY-KRISP

Famous Reducing Plan on every package

Filling, far more hunger-satisfying than soft, quickly eaten breads. Whole-grain-rich in proteins, minerals and B-vitamins. Delicious!

COMPARE THE CALORIES:
By-Krisp, 1 double square wafer.... 21
Bread, 1 slice..... 63
Plain roll or bun..... 110
Bread or muffin..... 129

Which 1 of the country's should you



leading **27** cigarettes smoke?

Let's face the smoking situation squarely! Everybody doesn't like the same cigarette—the same cigarette doesn't like everybody . . . If you're looking for pleasure, plus the greatest health protection ever developed, this may help you find it!

IN THIS COUNTRY 27 different brands share the allegiance of most of the estimated 63,000,000 cigarette smokers.

They are pretty good cigarettes, too. Each has its own individual appeal, its own tobacco blend, its own taste and aroma.

But of all these 27 brands, there is ONE which in impartial tests proved to give sensitive smokers far greater health protection than any of the others.

This cigarette is KENT with the "Micronite"* Filter—undoubtedly the greatest filter development in cigarette history—and the only question is whether KENT is right for *you*.

Are you 1 of the 21,000,000?

Published medical reports tell us that *at least one third* of this country's smokers are "sensitive smokers." That is to say—there are about 21,000,000 smokers who love a good smoke—but are unduly sensitive to the nicotine and tars in tobacco. They really NEED real health protection.

What do we mean by *real* health protection?

We mean taking *enough irritants* out of tobacco smoke to protect sensitive smokers. And there's only one way to do that. Just making a cigarette longer won't do it . . . neither will an inefficient filter. It takes a filter so effective that it will trap even tiny particles of nicotine and tars.

So, by *real* health protection, we mean *a cigarette with a filter that really filters!*

We mean KENT—the one cigarette you should smoke if you have the dry mouth, the "sandpaper" throat, the stale-and-edgy feeling, or any of the other symptoms of tobacco sensitivity.

KENT with the Micronite Filter

In impartial scientific tests against 26 other brands KENT smoke proved to have far less irritants than any other cigarette of any kind.

Even more important: KENT with the Micronite Filter removes *up to 7 times more* nicotine and tars than other filter cigarettes.

And that's not *all* KENT is proving.

In an exhaustive and continuing series of chemical and physiological tests—conducted both in the P. Lorillard laboratories and by independent research scientists—KENT is providing additional convincing evidence of health protection

These findings—which show the effects of various types of cigarettes on the human system, *and put* KENT *in a class all by itself where health protection is concerned*—have been made available to doctors.

The secret of it all

Dissatisfied with the plain cellulose, crepe paper or cotton "stuffing" used in ordinary filter cigarettes, P. Lorillard developed the Micronite Filter. It is made of the same filtering material used in atomic energy plants to purify the air of microscopic impurities.

They adapted this material for a cigarette filter—a filter so fine it removes nicotine and tar particles as small as 2/10,000 of a millimeter. It is by far the most effective filter ever developed to remove the irritants from cigarette smoke.

And yet here's the wonderful thing!

The flavor stays in

With all this health protection, KENT with the Micronite Filter still retains the mild yet full flavor of KENT's rich, fine tobaccos—tobaccos which have been expertly blended for KENT by the world's foremost blending specialists. KENT is easy on the draw, too—and gives you the most refreshing, cleanest-tasting smoke you ever enjoyed.

You should try KENT

If you think *you* are sensitive to nicotine and tars, you owe it to your health, and to your sense of pleasure to try KENT with the Micronite Filter. But to be fair to yourself, and to KENT, give it a fair test. Get a carton and try smoking KENT *for a week or more.*

We think—in fact we know—that KENT with the Micronite Filter will prove to be the answer to the vital question you're probably asking yourself this minute:

"Which 1 of the leading 27 cigarettes should I smoke?"

"Eye witness" proof seen by millions!

Millions of health-conscious smokers across the country are seeing on KENT's television show, "The Web," *this* proof of the far greater filtering effectiveness of KENT's miraculous Micronite Filter over ordinary filters:



Smoke from another filter cigarette and from KENT with the Micronite Filter is drawn into two separate tumblers and permitted to stand to allow nicotine and tar particles in the smoke to settle.



Irritants in the smoke from the other filter cigarette leave a dark, ugly stain, but from KENT with the Micronite Filter there is hardly a trace of discoloration.

*PATENT APPLIED FOR

© 1952 P. LORILLARD CO.

Kent

cigarettes with exclusive "Micronite" Filter

takes out up to 7 times more nicotine and tars—leaves in full, rich tobacco flavor.

The only tissue that meets you halfway



Soft!
Strong!
Pops Up!

Have you discovered the wonderful difference between soft, strong Kleenex* and all other tissues? Because of its Serv-a-Tissue box, only Kleenex meets you halfway—serves one at a time (not a handful!). Ends waste, saves you money. And its higher *quality*, year after year, makes today's Kleenex the finest you've known. Just perfect for colds, baby care, beauty duty . . . dozens of uses around your house!



ARCHITECT LITTLE'S SPLIT-LEVEL HOUSE (LEFT) CONNECTS BY STONE WALL TO CARPORT, WORKSHOPS (RIGHT)

A HOUSE WITH REASONS

It grew from a long and careful study of the family's activities, the terrain and the community

Because modern houses often take unusual shapes, many people suppose that their design is the arbitrary fancy of the architect, whereas in fact most modern architects are obsessed with the need for designing the house to fit its owners and terrain. Architect Robert A. Little's preoccupation with this problem is so great that he makes sketches of owners' habits and activities, of their land and community (*following pages*), before sketching the house itself. His own house shown on these pages is the outgrowth of painstaking study of his family, his four acres and his community. He achieves comfort, beauty and ease in a house divided into three worlds—an adults', a children's and a communal world for both.



COMMUNAL WORLD consists of living room (*lower left*), dining area upstairs with open kitchen at back. Under plaster fireplace hood in living room, Mrs. Little stokes fire. Robert Little, in blue shirt, sits with a friend outside the window. Serpentine wall with flower trough at top is built of old brick.

CONTINUED ON NEXT PAGE



THE LITTLES' LIFE is dissected in this drawing with Little family allocated to quarters by photographs. Pink area (*left*) is child's world where Sam, 10 (*top*), and Reeve, 9 (*bottom*), each has his own small bedroom and shares large play area. Yellow at right is adult world where Robert and Ann Little sleep, work. Upper right is maid's work space, private room. In center, accessible to all areas, is communal world for eating, piano playing, TV, parties. The dog gets around.



THE WHOLE COMMUNITY is shown in this drawing. Mr. Little walked the acres for weeks to choose the various sites for the houses and to plan the roads. The property is entered from highway at right (house with blue roof is an old farmhouse). New roads and turning circles are shown in lavender. Dotted lines indicate individual land ownings. Large red roofs show five finished houses and the white roofs show where six others will be built. The center area, framed

SKETCHES ANALYZE FAMILY AND LAND

The way Little goes to work is shown here in the sketches he made while planning his own house. At the left is the first sketch which comfortably distributes his family in private and public worlds. Next, Mr. Little studies the land where the house is to be built. He makes a drawing of the property, placing the still semi-organized house plans on the best spot, as shown at right. From this joining of people's tastes and habits and the topography of the land the final house design evolves.

The Little house is faced so that the living, dining rooms get the best view and so that the winter sun warms the area while much of the summer sun is excluded. Windows facing south are vast; facing east and west they are small. Because he built on a hill, Mr. Little's house is on three levels, nestling into the hill. Entrance court is at the rear of the house so that terraces, living areas enjoy privacy.

Ideally, the whole community should be equally well planned and all houses as well oriented. Below is Mr. Little's detailed sketch for the Ohio community where he has already built his house and four others. In this community 11 families bought 30 acres and set up a nonprofit corporation to develop the land for all. Roads are completed but community play center and pond are not. Mr. Little is now working on three low-cost housing projects, communities of from five to 240 houses, in and around Cleveland, which he will build with as much careful thought and preliminary study as he gave his own house and community.



THE LITTLES' LAND has house sketch (*opposite page*) placed so that communal areas face south where man with binoculars indicates view. Summer sun is in outer ring; winter sun in inner. Arrow, upper left, indicates winter wind; arrow, lower left, southwest wind which will be cooled crossing lake.



with a white line, is a communal play center which is owned jointly by all 11 families. When finished it will contain tennis courts, a play space for children and a communal pond. The Littles' house is situated by their own lake where boy rows boat. Black outline shows Littles' four acres. Natural streams will feed all lakes. Along the entire southern border of the community there is a golf course. Drawings on this page were adapted from sketches originally made by Little.

CONTINUED ON NEXT PAGE





BOYS' QUARTERS, with Reeve at front, Sam at rear, show private bedrooms (*right*). Blue counter (*left*) opens to kitchen, makes snack bar for boys.



HALL to adult world is flanked with large storage walls, shows brown and blue color scheme of interiors. Black spot on landing is Virginia, the dog.

TWO-STORY LIVING ROOM has a vast glass wall (*left*) which opens to terrace. Ancient clock makes coffee table, has outsized pulley lamp over it.



You're lovely-to-look-at even in close-ups, with Solitair

cake make-up
Contains Lanolin

Your most important moments are in "close-ups" . . . the very times when little skin faults are noticed most. Often, they show right through your make-up, in close-ups. But not if you wear Solitair. Solitair conceals each little skin imperfection. Your complexion looks flawlessly lovely—yet completely natural . . . never "mask-like." No other make-up gives you Solitair-beauty in close-ups! Try it . . . see the wonderful difference Solitair makes in *your* complexion!

Make this test: Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't (he won't!) if you wear Solitair!



Only clinically tested make-up leading skin specialists confirm will not clog pores.

New and Wonderful!
Solitair Lotion for *all-over* skin beauty —ocean-blue, creamy-rich, lusciously scented . . . only 39¢ and 73¢



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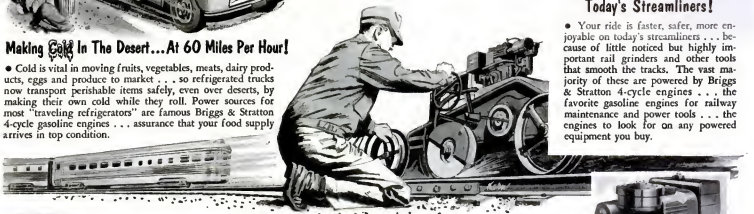
Mountains of GRASS!

● A neat nation . . . Americans now clip more than 500,000,000 pounds of grass from lawns each year, according to recent estimates. Power lawn mowers have taken over most of the work — and the *majority* of power lawn mowers in use today are equipped with dependable Briggs & Stratton 4-cycle gasoline engines. (A good tip: Let Briggs & Stratton power make your lawn mowing easy.)



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● Cold is vital in moving fruits, vegetables, meats, dairy products, eggs and produce to market . . . so refrigerated trucks now transport perishable items safely, even over deserts, by making their own cold while they roll. Power sources for most "traveling refrigerators" are famous Briggs & Stratton 4-cycle gasoline engines . . . assurance that your food supply arrives in top condition.



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● Your ride is faster, safer, more enjoyable on today's streamliners . . . because of little noticed but highly important rail grinders and other tools that smooth the tracks. The vast majority of these are powered by Briggs & Stratton 4-cycle engines . . . the favorite gasoline engines for railway maintenance and power tools . . . the engines to look for on any powered equipment you buy.



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● Unhampered, harmful insects could destroy all of America's growing food crops, but powerful sprayers help nature keep them under control. Farmers, ranchers, fruit and vegetable producers everywhere depend on smoother-running Briggs & Stratton 4-cycle gasoline engines for the power needed to protect America's food supply.

Over 7,500,000 Briggs & Stratton Engines Have Been Built to Lighten the Work Load Everywhere . . . For Farmers, Home Owners, Industry



WHEREVER the power of a small gasoline engine can make work easier, or get it done faster, Briggs & Stratton engines are on the job. They power lawn mowers, tillage tools, industrial and construction equipment...a host of other products. Ease of starting and dependable operation have established these 4-cycle, air-cooled gasoline engines as "Preferred Power" . . . everywhere. And you're never far from approved Briggs & Stratton service—factory supervised—with original parts. Look for the Briggs & Stratton trade-mark when you buy products powered with small gasoline engines.

In the automotive field, too, Briggs & Stratton is a recognized leader—the world's largest producer of locks, keys and related equipment.

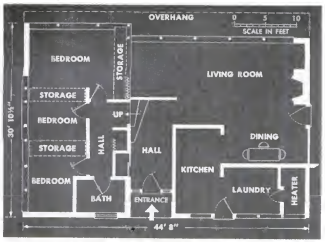
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4 CYCLE

BRIGGS & STRATTON GASOLINE ENGINES

BRIGGS & STRATTON CORPORATION
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PREFERRED POWER WHEREVER SMALL GASOLINE ENGINES ARE USED



FLOOR PLAN of Munns' 1,320-square-foot house shows ingenious use of space. Two small bedrooms up three stairs from foyer are for Munns' grown children. Rest of house opens to make living area.

LITTLE BUILDS MODEST HOUSE WITH SAME CARE AS MANSION

The house Architect Little did for himself is an expensive one, but he also shows imaginative planning in a modestly priced home ($21,800) he designed for R. Russell Munn, chief librarian of the Akron Public Library. The owners' choice of site, five acres high on a hill overlooking the broad Cuyahoga Valley, dictated the use of large windows in all rooms and one wall almost entirely of glass facing the valley. Roof overhangs are carefully calculated for sun control, so that house is not hot in summer. For the rest, the house is an economical one-story structure of wood and concrete block. There are two tiny bedrooms for the Munns' grown children who are rarely at home. Their own bedroom has a folding wall which opens on the living room, making one large space of two small ones. This satisfies a requirement made by the Munns: they can see the living room fireplace 38 feet away and go to bed by firelight. An entrance hall, kitchen, laundry, dining alcove and a bath make up the rest of the house.

With the bedroom wall open there is room for large gatherings, and yet the house is small enough for Mrs. Munn to take care of easily so that she can spend most of her time at her hobby, which is growing flowers and vegetables. Since Mr. Munn is an amateur cabinet maker, the house was designed so that he could do much of the interior work himself, keep costs down. Mrs. Munn finds that their home "is really a miniature farm 10 minutes from downtown Akron." Mr. Munn's chief pleasure is the view. Because he spends so much of his working time scanning fine print, he likes "to see for miles" when at home.



HILLSIDE VIEW of the house shows windows looking over Cuyahoga Valley. Master bedroom with wide windows is at right. The living room with a large window wall is at left. At rear, right, is carport.

CONTINUED ON NEXT PAGE

FALSE TEETH
Often Have a Certain Odor!



1. When you whisper—Denture Breath may tell everyone you wear false teeth.
2. When you laugh, the odor of Denture Breath is not so funny to those around you!



3. Soak plates daily—15 minutes or more—in a fresh solution of Polident and water.
4. Smile—and know that you can't offend. No Denture Breath—thanks to Polident.

Without harmful brushing, Polident cleans your false teeth—as no soap or toothpaste can. Polident is guaranteed to be the safest, quickest, easiest way to keep plates naturally white, fresh and odor-free or *your money back*. Get Polident today.

World's Largest Selling Denture Cleanser

POLIDENT

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The fast-acting aid in preventing and relieving Travel Sickness.

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for ADULTS and CHILDREN

NEW!



Dr. Scholl's Chlorophyll FOOT POWDER

1. **Relieves Hot, Tender, Tired, Chafed, Sensitive Feet...**
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You'll find this scientifically compounded foot powder delightfully soothing, refreshing. Start using Dr. Scholl's Chlorophyll Foot Powder today and make it a daily habit. At Drug, Shoe, Dept. Stores and Dr. Scholl's Foot Comfort Shops.



A GOOD POINT TO REMEMBER!

SAF-T-HED THUMB TACK



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VARICOSE VEINS

Need Not Keep You From Having

Sheer Leg Beauty

- Bulky elastic stockings are unnecessary. Remarkable Bell-Horn Tropical Weight Elastic Stockings give strong, required support for varicose veins and similar leg ailments, yet are entirely unnoticeable under sheer silk or nylon hose. At Department, Surgical or Drug Stores.

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BETTER THAN BEER?



With an open bottle and an open mind you can answer that question tonight!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them *more* pleasure than *any* beer they ever tasted. They say it's light and dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide. They call it the "light-hearted" ale.

Tonight, why not try it yourself? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

BETTER THAN BEER? TRY CARLING'S RED CAP ALE AND SEE!

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SUN GLASSES

There's a perfect Protektosite style for every face, age, taste and budget. At Good Stores Everywhere, from 25¢ to $3.98.

Write for our informative Reader's Digest folder "The Truth About Sunglasses."



Look for this sunspot; it identifies Columbia Protektosite Certified Safe Lenses which meet U. S. Bureau of Standards CS-19-40.

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TRELLISED ALCOVE for meals was inspired by Mrs. Munn's delight in growing things. Trellis and outside fence continue into room to form prop for vines. Counter (*right*) goes into kitchen, laundry.



LIVING ROOM is seen from master bedroom where sliding wall opens to make large 550-square-foot area. Mr. Munn sits in a chair, Mrs. Munn stands by dining table. Window wall overlooking valley is at left.



Brighten Dad's day with a Gibson Card!

How long since you've told Dad just how wonderful he really is? Too long? Then don't miss your big chance on June 21st to give his heart the great warm hug of love and appreciation he so richly deserves. You'll find just the right message in a Father's Day card with the Gibson name on the back. And he'll know that means you sent the very finest.

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FATHER'S DAY (JUNE 21st)

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Pigskin Belt, $2.50. Slide Buckle, $2.50. The set, $5. Alligator-grained Belt, $2. Buckle, $1.50, Set, $3.50.*



Black-and-Gold, and Charcoal-and-White Neat Look Tie Bars, $2.50. The Cuff Links, $3.50. Sets, $6.00.*



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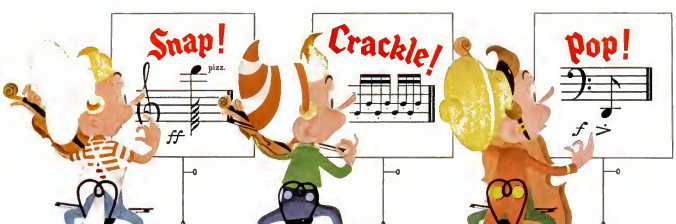


Monterey Initial Tie Bar, $2.50. Cuff Links, $2.50. The set, gift boxed, $5.00. Ascot Tie Guard, $2.50.*

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ANTI-COMMUNIST KOREANS who were forced to fight in North Korean armies wave ROK flags and display anti-Red slogans as evidence of their belief that they gained liberty by being made U.N. prisoners. They are representative of the approximately 49,000 captives who hope to remain in the free world.

AN ISSUE WHICH HAS 49,000 PARTS

A visit to PW camps in Korea shows the 'repatriation problem' is no abstraction but a test of our loyalty to friendly Asians

by JOHN OSBORNE

THE 26-point "prisoner of war agreement" signed on Monday at Panmunjom by no means settles a question that has plagued the American command and pricked the American conscience since the early days of the Korean war. This is a question that is split into 49,000 parts—each part a "friendly" North Korean or Chinese prisoner of war who has openly stated that he does not want to return to his Communist-run country. Even while turning over these men to a commission of "neutrals" appointed by the U.N. the U.S. cannot evade the moral responsibility undertaken when we pledged our word to safeguard those who gambled their lives against their desire to be on our side.

Every Chinese and North Korean prisoner taken by U.N. forces has been asked whether he wants to be held in a camp for "repatriates" or a camp for "nonrepatriates." Eight out of 10 Chinese as well as North Koreans captured in recent months have answered that they want to be sent to a nonrepatriate camp. By this very act of choice, these men have struck a telling blow against Communism. The Communists recognize this group for what it is: a powerful weapon of the free world. The free world, unfortunately, tends to think of these prisoner-allies as a nuisance or, in less human terms, as a sticky and abstract "issue."

I was at Panmunjom when the truce talks were resumed on April 26. There, and at Seoul and Pusan and in Tokyo, I have spent many hours discussing "the prisoner of war issue" and what is behind it with generals and ambassadors, with GIs and colonels, with stanch old Syngman Rhee. But, until the other day, it was as unreal to me as it must be to the millions everywhere who await news from Panmunjom. It became real to me only when I flew to Cheju Island, off the southern tip of Korea. There the cold statistics of Panmunjom—104,500 North Korean prisoners, 20,000 Chinese still in our custody—fall away and "the prisoner of war issue" becomes a tragedy of fellow humans.

It is readily evident at the camp of those thousands who have decided not to go back that they mean to hold to that choice come what may. But they are not convinced that some day, somewhere, they will be released as free men. President Eisenhower says they can count on it. The prisoners, however, remain unsure and afraid.

The nature of this uncertainty and fear was brought home to me by an American named Earle Woodberry, a gaunt Presbyterian missionary who has lived in China off and on since 1895 and is now a chaplain at PW Camp Number 3 on Cheju. Despite the repeated assurances from high officials of the U.S. and U.N., a prisoner put this question to Chaplain Woodberry in simple sincerity: "Tell me the truth," he asked. "Do you think there is any hope for us?" With all the conviction he could muster, the chaplain said he thought there was hope. The prisoner, half believing, turned away to pass the word among the 14,500 other Chinese PWs in the camp who have said they never want to go home.

Camp Number 8, also on Cheju, is a different story. Here are kept 5,000 Chinese who have said they *do* want to return to their Communist homeland. Here I watched seven prisoners squatting behind the innermost of four barbed-wire fences which surround their compounds. A GI guard with a bayoneted rifle on his shoulder stood facing them in "Dead Man's Alley" between the two inner fences. It is called Dead Man's Alley because any prisoner caught between the fences would be shot on sight. The prisoners stared at the soldier with unwavering hate and threw rocks toward him.

Toward him, but not at him. One by one the rocks fell short—12 feet, eight feet, six feet from the soldier. As each rock fell, a tiny cloud of dust rose and swirled about the soldier and skittered away on the incessant wind. Sometimes the soldier looked at the prisoners. Sometimes he glanced down, with a tight grin, at the rocks and the dust they raised. Sometimes he moved a little to ease his stance. But the rifle never left his shoulder. The prisoners were merely doing what they had been ordered to do, clear their compound of rocks. Or so it

CONTINUED ON NEXT PAGE



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CHEERFUL QUARTERS for anti-Communist Chinese prisoners at Camp 3, decorated with PW paintings, reflect their efforts to brighten up barracks.

PRISONER ISSUE CONTINUED

appeared. They were also taking this chance, as they take every chance, to tease and tear at the nerves of their keepers.

At other camps of the Koje Island group, where 70,500 North Koreans classified as Communist repatriates are held; on the mainland, where there are 34,000 North Koreans who say they want to stay in the south; and at a camp for a few hundred sick and transient Chinese near Pusan, the same alternate friendliness and hatred are found. And at all of them there is a wall between the keepers and the kept.

It is a higher and more forbidding wall, and a harder one to cross, than the wire fences around the compounds. It is a wall of language and, more fundamentally, of simple human misunderstanding. It is the wall that stands everywhere in Asia between America and its friends, and between America and its enemies too. Nowhere in Asia have we had the chance to study that wall, and finally breach it, that we have had at the prison camp. Nowhere has our failure, on the whole, been more apparent than at the Chinese camps on Cheju Island.

Both camps are near the coast, within sight of the sea, about 50 miles apart. Camp 3, for Chinese who have declared against going back to Communism, was opened in late April 1952, just outside the grimy fishing port of Mosulp'o. Camp 8, for hostile Chinese, was opened last June near Cheju City, capital of the island province.

The prisoners of Cheju Island were brought there last year from Koje and its satellite islets, where all captives taken in this war were held until the spring of 1952. And nearly everything that has happened on Cheju since then can be understood only if we first look back to where it had its beginnings, on Koje. Today the details of that story are all but lost in a blur of blood and wishful memories. It was there that our Far East Command was first confronted, in late 1951, with the unorthodox presence of thousands of prisoners who said they were on our side and never wanted to go back to North Korea or Communist China.

This was so unbelievable that our high command paid very little attention at first. The truce talks seemed to be getting somewhere, and our negotiators had confidently assured the Communists that at least 110,000 of the 125,000-odd prisoners then in our hands would be handed back without fuss or hindrance. Just when agreement seemed near, the word filtered up from the camps that maybe we had better make sure about that.

So in early April of 1952 representatives of the Far East Command went to Koje to make sure. They ordered a mass screening of the prisoners, the whole mixed mob of them, and they gave their staffs just a week to do the job. Out of that hectic week has come an endless barrage of charges and countercharges. The official Army word still is that the screening was fairly and accurately conducted. This has been disputed by a number of unobligated witnesses, who con-



SULLEN PRISONERS in pro-Communist camp on Koje Island do everything to frustrate captors, including "covering up" against a photographer.

tend that the rush nature of the job, the pressure put on prisoners and the inadequacy of the screening staffs resulted in a PW picture that was false—and actually worked to the benefit of the Reds.

It has even been charged that those who conducted the screenings—Americans more or less supervising Chinese and Korean interpreters for the Chinese prisoners, Korean interpreters for the North Koreans—were told to falsify the result. Probably they were not but the result was the same as if they had been. Thousands of bewildered peasant and coolie soldiers, with only the vaguest idea of what was happening, were arbitrarily and wrongly classified as Communists. Thereafter, at the camps to which they were assigned, they found themselves under strict Communist control, almost as though they were still fighting in the line under Red officers.

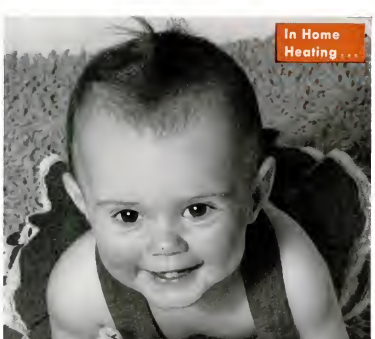
At Camp 8, I found, Communist control within the compounds is all but complete. As a matter of calculated command policy, it is left intact so long as it does not produce open trouble for the camp authorities. "Security First" is the necessary motto at the hostile camps. The Communist domination of the compounds manifestly could not be broken up without battle. As long as things are quiet, or seem to be quiet, the camp is secure. So reasons the PW command, justifying the continuance of Communist internal control.

Terror in the compounds

COMMUNIST rule, thus maintained, is threatened only from within the compounds. There is no doubt that it is threatened, or at least that the Communist bosses think it is threatened. They maintain discipline with every device in the Communist book—secret, nightly brainwashings in the lightless huts, ruthless beatings which are disclosed only when a prisoner dies or his injuries are so severe he cannot crawl out of his hut for the daily headcount or a work detail. The compound bosses select the men who are and are not allowed out on these details under armed guard. Those who are considered safe are picked for the details. Those who are rated unsafe are never allowed out of the compounds, and many of them never get out. Occasionally there is a suicide, usually by hanging. And there is an occasional attempt to escape—not from the camp, but from the Communists.

Prisoners who fail to escape, or are suspected of so much as thinking about it, are beaten to death, or hanged, or forced to hang themselves. Torture in the night, or the choice of hanging or burial alive in the dirt floor of a hut, has been known to accomplish this last. A prisoner who makes an open dash takes the chance of being caught by the prisoners or of being shot by a guard who cannot take a chance on investigating first. On a few occasions, prisoners have managed to leave a note in the camp dispensary, or tip off a guard on work detail, or slip word to the lone, unarmed U.S. sergeant who spends the daylight hours inside each compound under constant guard from the watchtowers

CONTINUED ON NEXT PAGE



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In addition to the pleasant aroma—found in Aqua Velva alone, you will enjoy the feeling of well-being and being well-groomed:

Aqua Velva gives the perfect final touch to your shave. Favorite of men the world over, it is a luxury you owe to yourself. Get a bottle today!

P.S. to Wives: Give him the luxury lotion he'd buy for himself! Distinguished gift bottle, 11 ounces.

You should use it
You'll like to use it...



PRISONER PAINTER at U.S. Army field hospital near Pusan does portrait of the wife and daughter of one of the doctors. Captain William Dunckel.

PRISONER ISSUE CONTINUED

and from soldiers on the ground in Dead Man's Alley. When the authorities do get word, they send in an armed platoon of infantrymen and get the prisoner—if he is still alive and willing to show himself.

Those who do get out are kept in a separate compound. They show every sign of being friendly and happy men, free within the space of 150 by 300 feet allowed them. Sixteen were in this compound the week I was at Camp 8. The last to arrive had a horribly scarred face. He had been grabbed by other prisoners as he was scrambling frantically up an enclosure gate. Before the guards could reach him, he was dragged screaming into a hut. There his head was smashed against the corner of a wooden table. By some miracle he was still alive when a platoon of soldiers rescued him.

There are also beatings and killings and suicides at Camp 3. The internal control of the compounds by Chinese Nationalist bosses is just about as complete as Communist control is at Camp 8, but there is a difference. At Camp 8 the few who do escape and are segregated play the part of fanatic anti-Communists. Intelligence officers screen and rescreen them and finally believe they are what they claim to be.

At Camp 3 there also is a segregated compound. Some 80 prisoners were in it the other day. They do not appear to be anti-Nationalist. They are either nonpolitical or as devoted to the Chinese Nationalists as most of the prisoners at Camp 3. Some have simply asked to be removed from their old compounds because the boss, or *kanso*, works them too hard; or because they have fallen out with a friend; or just because they are bored. Some have escaped in genuine fear, at great risk. But once in the segregated compound, they do not act the part of Communists. There are no signs of Communist leadership and activity in the segregated compound. If there are Communists in it they keep as well hidden as in the camp at large. Camp intelligence officers figure that any Communists detected by the prisoners have been among the murdered and the suicides who turn up at intervals.

Not long ago, in the most serious incident so far, 15 prisoners were beaten and three were killed on a single night. The camp authorities are inclined to think they were suspected of being Communists and that the dead ones really were. But there is no proof. The compound boss was fired, with great loss of face. Every prisoner was questioned and three were taken away to the prison stockade. But the authorities do not know and probably never will know just why the beatings and murders occurred.

The enclosure and compound gates at Camp 3 are painted in bright Nationalist symbols and anti-Communist slogans. A Nationalist rosette button is on every prisoner's cap. On the arm of every prisoner four Chinese characters are tattooed; they mean "against Communism, against Russia," and they are the death warrants of any prisoners who may be returned to the Communists. Only the special compound set aside for the rarely found prisoners who admit that they have been Communist officers is bare of Nationalist and anti-Communist slogans. This is the only sloppy compound in the camp. But even here the prisoners give

CONTINUED ON PAGE 130

More defense for your dollar...

U.S. Air Force delivers it with Lockheed Starfire

The new Lockheed Starfire is an all-weather interceptor built to defend America against enemy air attack. Alerted by our protective network of radar and ground observers, Starfires can climb quickly to the attack, locate and knock out invading bombers in *any weather, day or night.*

The Starfire does an outstanding job—*and saves money in the process.* Economy is important with the Air Force, and here's how the Starfire helps on the budget.

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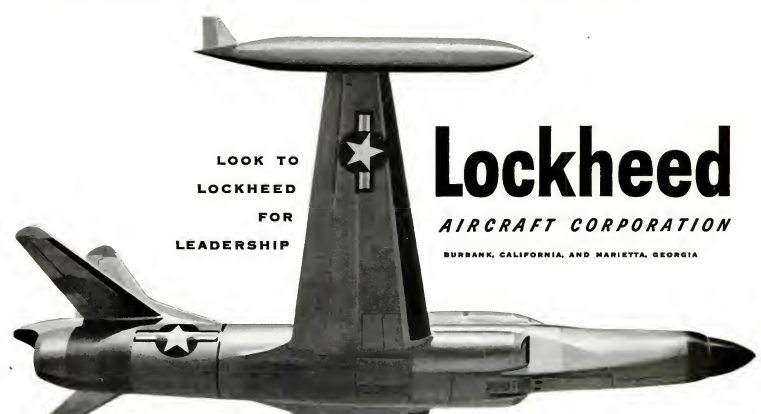
Since the Lockheed Starfire is a 2-place interceptor, it utilizes the cooperative efficiency of a 2-man team to compute the tactical problem and perform all the other split-second operations of intercepting an enemy at 600 mph-plus speeds.

No fighter-interceptor can get into the air quicker—none can climb faster—a valuable combination that saves vital minutes in reaching enemy bomber level.

The all-weather Starfire is equipped with automatic electronic controls—Hughes Radar System, Westinghouse Automatic Pilot, Sperry Zero Reader—and other advanced devices, making it very nearly an automatic airplane.

Reports coming in from the field indicate that Lockheed has again produced a "pilot's airplane." Air Force pilots like the Starfire and like to fly it. They find it simple to fly and rock-steady under actual instrument conditions.

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little trouble and show no outward signs of the enmity which pervades Camp 8. In the quarters of the U.S. command and of the military police companies which staff the camp, prisoners serve as KPs and houseboys. They jabber, pidgin style, with GIs and officers who so far forget themselves as to be friendly. Here, if anywhere, the wall should have fallen long ago. Why does it still stand?

The U.N.'s PW command is partly to blame. There is surely no more frightened command anywhere in the U.S. Armed Forces. It is afraid of its prisoners, first of all. "Sometimes," said one of its more thoughtful officers, "I think *we* are the prisoners." It is also afraid of the Army commands which stand above it — of the Korean Communications Zone Command under Major General Herren in Taegu; of the Far East Command and General Mark Clark, in Tokyo; and of that far-off monolith called The Pentagon, in Washington. It is afraid in a simple way and for a concrete reason. The officers of the PW command, from top to bottom, know that their Army careers will be over if they make a mistake or appear to make one. A mistake, in their book, is any step or event that makes any more trouble for anybody up the line of command. The Army is sick of trouble at the PW camps and the orders are, quite simply, "Absolute security. No trouble." This means doing everything by "the book" — the set of regulations promulgated by the PW command for all the camps, friendly and unfriendly.

The best effort to breach the wall is being made in the formidable name of the Civil Information and Education Program. At its head in Tokyo is an intelligent civilian named Monta Osborne. He has some good men working for him down the line, and the PW command is at long last making a show of cooperation with him. But, in the camps — and that is where the whole effort stands or falls — every act and move of CIE is subject to veto by the local commander. It follows automatically that security comes first in this effort, as in all else connected with PW administration.

Trouble for teachers

At the hostile camps on Cheju and Koje, CIE is stopped before it starts. The Communist leaders herd the prisoners into their huts and close the doors when the loudspeakers placed outside of each compound broadcast even the most innocuous news. Every attempt to install vocational and other classes is resisted and sabotaged. At friendly Camp 3 there are no such difficulties. Yet CIE's effort to surmount the wall has not fared very well there either.

The head of the CIE team at Camp 3 is Lieut. George W. May, a former physical education instructor from Arkansas, who was away on a tour with the camp's GI basketball team when I was there. His assistant, 2nd Lieut. Norris Hite of Philadelphia, Pa., was teaching physical education at Winchester, Va. when he was called up to active duty. He and the lieutenant apparently do their earnest best to cope with a task which would overwhelm a lifelong expert in Oriental education. They do not have enough paper, enough pencils, enough books, enough anything. Their American teaching staff consists of three GIs. One of them, Cpl. William Kramer, has a B.S. in education from Wisconsin State College which he acquired just before he was drafted. He figures that his job calls for the experience of a high school superintendent. One of the others was connected for a time with an Army supply school. The third just doesn't know why he is there.

CIE at Camp 3 has been saved from failure by its Chinese help. Most of it comes from the PWs. Among the 14,500 prisoners, 42% had never been to school; 39% had one to three years of Chinese schooling. A few of the more fortunate are highly literate, some literate in both English and Chinese. By the sacred book, no PW should have unsupervised control of a CIE class. But here, at least, circumstances and common sense have triumphed. CIE's most successful work at Camp 3 has been in teaching about 6,000 total illiterates to read and write basic Chinese (in the famous James Yen "Thousand Character" Course). Many others, barely able to read, have worked into advanced courses.

At each camp there are also a few English-speaking Chinese DACs (for Department of Army, Civilian). They act as interviewers for CIE and the camp Intelligence officers. They broadcast, they look in occasionally on the camp literacy classes, and they do what they can to oversee the mass "orientation lectures." Some of the DACs are, unfortunately, more at home in Mandarin and one or two local Chinese dialects than they are in English. It is hard to come by really qualified English-speaking Chinese help, and even if the effort to do so had a higher priority than it does, the camps would probably still be shorthanded. However, at Camp 3 there are two bilingual missionaries who could do much to mount the

CONTINUED ON PAGE 133

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21-inch Clermont Deluxe. Provincial, Maple, red cherry finishes. 21D330, $525

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"Plugs right in . . . and my TV set's a phonograph!"

Only $16.75! "Victrola" 45 automatic attachment plugs into phono-jack built in every RCA Victor TV Set. ("Victrola" 3-speed attachment, $49.95.)



1. **New, automatic "Magic Monitor" circuit system . . .** screens out static! Brings in the finest TV pictures possible—and *holds* them at their finest—*automatically!*
2. **Advanced, built-in UHF-VHF tuner . . .** gives you the finest reception possible. It's *automatic!* UHF and VHF channels are on the same dial. Turn one knob—CLICK!—there's your station . . . sharp, clear, steady. (Optional at extra cost.)
3. **New, RCA "Deep Image" picture tube . . .** with *microsharp* electron beam gives you fine-grain, *deep-image* pictures.
4. **New, long-distance reception . . .** steps up picture performance in far-out fringe areas, greatly increases sound sensitivity.
5. **New, wider range of cabinets . . .** 23 new models! Modern, Contemporary, Colonial, Provincial, Regency, Empire. Finishes include mahogany, limed oak, walnut, maple and cherry.

See the new RCA Victor Television and Television *Deluxe* lines at your dealer's now. *More* new sets to see, with *more* new advances than ever before in RCA Victor history. And remember, for expert TV installation and service, ask about an RCA Victor Factory-Service Contract . . . available *only* to RCA Victor owners.

Prices shown are suggested list prices, including Federal Excise Tax. Subject to change without notice. Slightly higher in Deep South. Television prices include full-year picture tube warranty. UHF-VHF tuner, optional at extra cost.

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Division of Radio Corporation of America

wall if they were encouraged by the command. One of them is Chaplain Woodberry. The other is Father Thomas O'Sullivan, an Irish Franciscan who labored in China from 1936 to 1949 and, like his Presbyterian confrere, is wholly at home with the Chinese. Their opinions and estimates of the camp's Chinese population and what to do about it are often at total variance, so any commander might be forgiven for feeling frustrated with them at times. But they can speak to the Chinese prisoners and the prisoners trust them.

They have between them an immense knowledge of China and the Chinese. It is never used. They too are civilian employes, and they have been disgracefully kicked around and neglected by the camp command. Until recently they were housed in tents, the last personnel of the command to be given quarters in weatherproof stone buildings. Father O'Sullivan claims only 227 Catholic followers in the camp. Chaplain Woodberry speaks, when permitted, to as many as 4,000 out of 5,000 prisoners in a single enclosure and says that many of them are declared Christians. Allowing for the artificial circumstances, it is evident enough that at Camp 3 a phenomenal proportion of the prisoners have turned to Christianity and that this development could be used to advantage by the camp command when clear communication to and from the prisoners is necessary. So far there is no sign that it will be used.

There is sore need of someone who can speak cogently and intelligently to the prisoners of Camp 3 right now. They need to be advised of the truce details, if only to offset false rumors. The PW command operates on the nervous conviction that all friendly prisoners will become riotous enemies overnight if they come to believe —with or without reason—that the U.N. has gone back on its promises. Such riots might happen—and they would be understandable enough—in the event of an actual betrayal. But trying to keep the prisoners in the dark is a poor security measure, and one that defeats itself. Last week 2,000 North Korean anti-Communists rioted at a mainland camp in response to an untrue report that they would be sent back to the Reds. The riot was quelled with tear gas, but it would never have started if the authorities had circulated President Eisenhower's May 26 statement reiterating U.S. determination to shield the prisoners from forced repatriation or intimidation.

A PW command spokesman said of the Eisenhower statement: "It is not too important. We have native personnel working around the camps, and like anything else the news of Eisenhower's statement would just naturally get around."

Is it any wonder that a wall still separates us from the friendly prisoners of Cheju?



DREAM OF FREEDOM that sustains the anti-Communist prisoners inspired them to put up a likeness of Statue of Liberty at one of Koje camps.



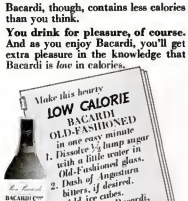
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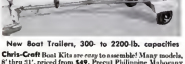


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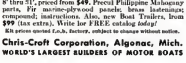
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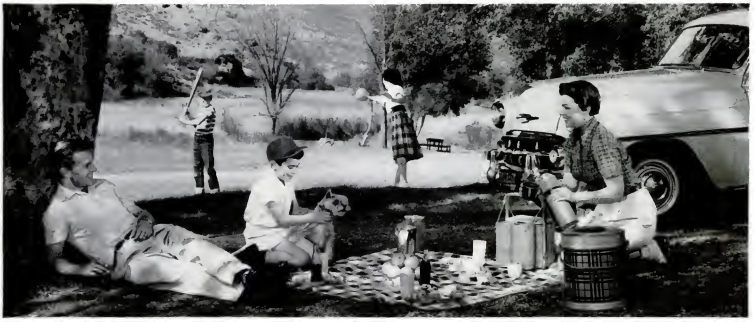
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RODNEY BRODIE SITS UP ALONE, FOR HIM A MAJOR ACCOMPLISHMENT

A NEW LIFE FOR BRODIE TWIN

21-month-old boy, once joined to his brother at the skull, turns into a happy child with surgery and lots of 'TLC'

PHOTOGRAPHED FOR LIFE BY W. EUGENE SMITH

In his second floor room of the University of Illinois Neuropsychiatric Institute in Chicago, little Rodney Dee Brodie (*left*) smiles easily and often these days. Nobody has a greater reason. Rodney's birth presented him with a bleak prospect for happiness. He was joined to his Siamese twin brother Roger across the top of their skulls (*pp. 136, 137*). Last Dec. 17 Rodney and Roger were separated surgically in an operation historic and unique. Roger survived only a month, but remarkable Rodney, now 21 months old, is going strong.

With exhausting patience, doctors, nurses and therapists—68 in all —have worked on Rodney in teams using every available medical tool and drug and large quantities of what they call "TLC"—tender loving care. Recently the boy has learned to sit up unsupported (*above*), and he is making progress at last at many other things (*pp. 138, 139*) most children learn much earlier. Last week the full story of Rodney's recovery from his virtually hopeless start in life was told for the first time to the American Medical Association and to the public, and now these pictures show that, although Rodney still has a long way to go to be like other youngsters his age, he is definitely on the way.

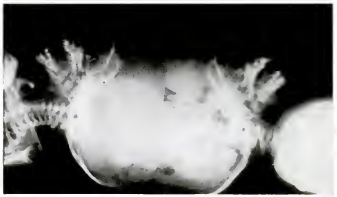


IN CRIB where he has lived an almost normal life for the last six of his 21 months, Rodney plays with a doctor's reflex hammer and smiles from under the oversized baseball cap that covers the mark of his extraordinary birth.

CRAWLING onto bed with help of Therapist Miriam Partridge, Rodney enjoys a moment of mischievous noncooperation. Each day Miss Partridge —"Mim" to Rodney— works with the boy to aid his muscle coordination.

CONTINUED ON NEXT PAGE





BRODIE TWINS are shown (*top*) as they appeared until separated surgically. Among many tests undertaken before operation was skull X-ray which helped prove that each twin had a separate nervous system by showing that air (dark spots) pumped into the skull of one did not pass into the skull of the other.

After tests and operations Rodney is facing still more

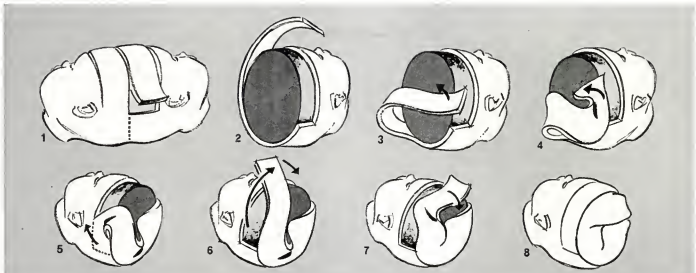
The odds against either Rodney or Roger Brodie surviving were millions to one when their parents, Mr. and Mrs. Royt Brodie, brought them, six weeks old, to the University of Illinois medical center late in 1951 to find out whether it was feasible even to attempt separating them. Siamese twins of the craniopagus type (joined at the head) were the most unusual of all, and never before in the history of medicine had twins so joined been saved to live out normal lives.

Doctors by the dozen went to work studying the case and preparing skin flaps (*top, opposite page*) to cover the boys' exposed brains if the separation actually should be accomplished. During 14 months of diagnostic and preparatory procedures the boys thrived and even developed a sport peculiar entirely to themselves: getting on their knees and rocking back and forth until one or the other lost his balance. Usually, Roger, who was heavier and longer than his brother, won. Tests indicated that the twins had independent nervous and blood systems. The operation took 12 hours and 40 minutes. Medical factors dictated giving to Rodney whatever edge there was, and doctors considered it remarkable that Roger lived as long as he did. All told Rodney has had 20 operations and still faces at least two more to complete the rebuilding of his skull.



BRODIE FAMILY awaits day when Rodney will join them at Ferris, Ill. home. Mrs. Brodie carries Barbara, who was born 12 months after twins. Ronnie, 4, and Linda, 6, are on porch. Another brother, 8, was away when picture was taken. Brodie, lumberyard worker, and Mrs. Brodie visit Rodney every two weeks.

WIRED FOR TEST that determines electrically how his neck muscles are strengthening, Rodney plays unconcernedly with rubber ball. First electromyographic results indicate good progress. Square scar on his stomach is where split-thickness of skin was removed to be grafted onto Rodney's forehead.



PREPARING BRAIN COVER for Rodney was surgical task of several painstaking months. When twins were 7 months old (1) incisions were made around head of each, except at back, just above ears and eyebrows, first step in fashioning skin flaps of full thickness to cover exposed skulls. The separation operation took place seven months later. Two weeks after separation (2) Rodney's flap was lifted from his forehead (light gray). Still attached at back of head, it was folded (arrows show direction of fold) across top (3 and 4). Two and a half months later, when flap was receiving adequate blood supply, other end was freed from side of head (dotted line in 5), moved to the front (6) and folded down (7). Finally (8) the top of head, where once Rodney was joined to his brother, was covered. Full thickness of skin was required to give maximum protection to brain and to provide for later hair growth. However, only split-thickness skin grafts from stomach and back were needed to cover forehead area where flap was taken.



CONTINUED ON NEXT PAGE



STANDING on his weakened legs, which had tended to draw up froglike, is difficult. Briefly but loudly Rodney protests the efforts of physical therapist.



EATING lunch, Rodney likes to hold own spoon as Nurse Luversia Inge feeds him. Sometimes he tries to help self, always rejects efforts to guide his hand. Rodney sleeps in a private room, comes out into the ward with other children at meals and at playtime.

Rodney learns many things in a hurry

In the scant seven weeks he has been out of isolation, Rodney has become a social being. When nurses call his name, he mimics them, "Rod-NEE!" He has developed a lusty appetite. Most of the time he submits willingly to the exercises which are designed to strengthen his muscles and overcome a slight paralysis of the left side which set in after surgery. When he is bathed, he does his best to splash anyone within range. And he has learned that the older children in the ward will pick up his toys for him when he flings them on the floor.

As part of his therapy Rodney is often exposed to music. He got to like it so much that for a time he refused to eat unless the phonograph was kept going during mealtime. Like any 21-month-old Rodney picks up new words almost daily, but for most situations he relies on his favorites, "What's that?" and "No!"—the latter particularly when bedtime is near. As long as he says "No" often and loudly enough, the hospital staff is not worried about him.



PULLING at arm band and bells on his right arm, Rodney is induced to use his still-weak left hand.



EXERCISING with toys on string stimulates the muscular development of Rodney's hands and feet.



AT NAPTIME, after the physical therapy routine, Rodney reaches hand out eagerly for more attention.

CONTINUED ON NEXT PAGE



PROBING FOR PLAYTHING, Rodney reaches into pocket of one of his oldest friends, the university pediatrician who from beginning has coordinated plan for Rodney's rehabilitation. Rodney, who has lively curiosity, is looking among tongue depressors hoping to find a fountain pen which to him is best toy of all.

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SKYFUL OF TROOPS

Nine U.S. Air Force planes disgorge 1,008 infantrymen in record jump

The C-124 Globemaster planes were designed as the U.S. Air Force's work horses. Since they were put into operation three years ago, they have carried cargo and men into Korea, taken wounded out, dropped supplies to battle areas. Last fall the 18th Air Force, experimenting with ways to use their space, jammed more than 40,000 pounds of equipment into one of the big Douglas planes for a record drop. One day recently nine Globemasters thundered over Fort Bragg, N.C. in a new test. When the hatches opened, the skies were filled with parachutes and 1,008 men of the 82nd Airborne. It was the biggest troop drop from the smallest number of planes in the shortest time in aviation history.

CONTINUED ON NEXT PAGE

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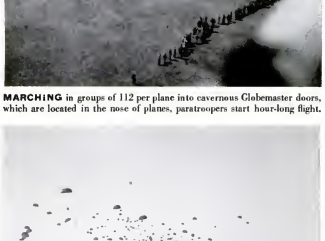
Snap Back with
STANBACK



LINING UP just before heading into huge C-124 Globemasters, the men of the 82nd Airborne Division stand at attention with field packs on their backs.



MARCHING in groups of 112 per plane into cavernous Globemaster doors, which are located in the nose of planes, paratroopers start hour-long flight.



HITTING the ground, first of 1,008 men tumble onto Fort Bragg Reservation, near air base. Only six men were hurt in drop, only two in second drop.

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Hotel and motel owners who test many brands before buying often find that the Fedders ¾-ton unit outperforms a competitive 1-ton unit...that a ½-ton Fedders unit often will deliver more cooling than other ½-ton models!

2. Should an air conditioner *heat*, too? Unless a unit can produce 25,000 B.T.U.'s of heat, it can not *quickly* take the chill off an average room. No 115-volt plug-in, ¾-ton unit can deliver more than 4,500 B.T.U.'s of electric heat.

If you want a handy room heater, your Fedders dealer will sell you one for much less than the premium you'd pay for a "heat, too" room air conditioner!

3. Take this along when you shop room air conditioners. It's a list of the exclusive, important features that a Fedders Room Air Conditioner gives you:

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D. Two *double-nap* filters that catch more dust, dirt *and* pollen.

You'll find the name of your local Fedders Room Air Conditioner dealer in the Classified Directory under "Air Conditioning". See him today!

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FACES OF ADDICTS LISTENING TO HI-FI ARE RAPT, THE CONCENTRATION ALMOST PAINFUL. PICTURES WERE MADE IN LAFAYETTE'S DEMONSTRATION ROOM

THE 'HI-FI' BANDWAGON

MORE than the citizens of any other nation, Americans almost from birth are besieged by artificial sound. The farm boy milks to broadcast music, the city boy studies his lessons to the accompaniment of recorded bop. Almost every American grows up within sound of a radio, and the record-purchasing craze is a recognized and accepted stage of adolescence. The U.S. spends $300 million a year for radio sets, almost $200 million for phonographs, $150 million for records and almost $2 billion for TV. But nearly all of this money goes for equipment which produces characterless parodies of the original sounds it is supposed to reproduce. As a consequence the average man has become accustomed to hearing one thing in the theater or concert hall and something else from his radio or phonograph. It simply does not occur to him to expect the latter to sound much like the former.

Today, however, thousands of Americans are learning that the two kinds of sound can be identical. Systems are now available which reproduce music and speech so exactly that, with the eyes shut, it is often impossible to tell whether the violin one hears is on a record or actually in the house. The name most generally used for this new kind of sound reproduction is high fidelity or "hi-fi." Like the crystal-set radio in 1921 and miniature-camera photography in 1935 hi-fi promises to become a major American enthusiasm. Currently it is working a revolution in the phonograph industry.

In the past few years, particularly under the impact of TV, sales of the big, familiar radio-phonograph have slumped to almost nothing. Meanwhile, in the last eight months sales of the hi-fi "rigs" have grown to the point where estimates of 1953 sales now range from a conservative $60 million to an optimistic $100 million. Whereas high fidelity units in the past have been made mostly by small manufacturers, the big mass producers are now launching into it. General Electric has been manufacturing hi-fi parts for some time, and Stromberg Carlson started turning out both parts and complete sound systems last fall. Late last year Columbia announced an assembled table model phonograph with twin speakers which is the closest low-cost approach to high fidelity now on the market. This spring RCA-Victor, the behemoth of the industry, made a significant announcement: it is marketing a full line of components for assembly into high-fidelity systems, as well as "package" hi-fi systems. This month Philco, Zenith and Admiral announced new hi-fi lines and Magnavox, Hallicrafters and Motorola are known to be working on similar projects. The syrupy, "bass-heavy," unrealistic sound of the old-style living room phonograph is dying out. What is replacing it is easy to distinguish by ear but hard to describe in words. Perhaps Harold Weiler, author of *High Fidelity Simplified*, one of the several books on the subject to appear in recent months, does it as well as anyone:

"Do you [when listening to your radio or phonograph] hear cymbals as a crashing sound followed by a sustained shimmering? Do you hear the triangle as a clear ringing sound? Can you actually feel the vibrations of the tom-tom? . . . Can you always differentiate between the violin and violoncello? Can you tell the difference between string bass and brass bass?"

If you can't—and if you care—you are ready for high fidelity. Once you have heard some of it you will probably never again be satisfied with whatever radio-phonograph equipment you now have. Hi-fi's ability to convert listeners into addicts was illustrated during World War II on New Guinea. Irving Greene, a sergeant in Air Force communications, was sent a hand-wound mechanical phonograph and an assortment of records with which to entertain the troops. This was in 1943 when almost no one outside the engineering profession had ever heard of high fidelity. Disdaining the phonograph sent him, Greene, a radio and sound engineer, scrounged the components of an adequate, if not necessarily regulation, sound-reproducing system. He rigged a series of six loudspeakers out of pie plates and other improbables. From them came recorded concerts of such tonal quality that when some very expensive commercial phonographs were later "liberated," the soldiers—their ears now educated—refused to listen to them until Greene had improved their quality.

The stores are jammed

SUCH experiences, whether in Army camp or civilian living room, spread the hi-fi contagion. Since the war the number of addicts has multiplied so fast that a basic hi-fi language is developing (box *at right*) and it has been estimated the components, or parts, for virtually one million hi-fi systems have been sold. Since addicts are notorious rebuilders of sets—one Philadelphia veteran admits to having completely changed his system 20 times—a part of this total is undoubtedly replacement business. Even so, the demand for hi-fi equipment is impressive.

When a new shop devoted exclusively to high fidelity opened in Los Angeles recently, it did $12,000 worth of business in the first three weeks. When a similar store in San Francisco announced its opening for a Wednesday, a sound-hungry public stormed its





IN NEW YORK CITY EXCEPT FOR SECOND FROM LEFT WHICH SHOWS ROBERT HUMPHREYS IN HIS COMPONENT-LITTERED WASHINGTON, D.C. LIVING ROOM

People who like music and 'bugs' who just like sound have started U.S. craze for high-fidelity home systems

By Herbert Brean

doors on Monday, trying to get at merchandise that was not yet uncrated. In March two partners erected a new hi-fi shop on Philadelphia's Main Line. They sold nine rigs totaling more than $5,000 before they could formally open their doors. Dealers such as Lafayette and Harvey in New York and the Radio Shack in Boston publish catalogs containing brief courses in hi-fi to save their salesmen from having to give lectures to eager but ignorant customers.

The new sound received an unusual tribute when the Electro-Voice Company, which manufactures high-fidelity speakers and microphones, sent out a demonstration room mounted in a trailer truck. When it reached a New York town, the driver-technician in charge was stopped by two tough-looking characters who said they were from the truckers' union and demanded to see his union card. The alarmed technician explained that he was not a union truck driver because his job was demonstrating hi-fi equipment and played some music for them. The two challengers listened, respectfully removed their hats and invited him to proceed.

High Fidelity, a magazine devoted exclusively to the subject, was launched only two years ago and has almost doubled its circulation, despite the forbidding price of $1 a copy. It is still growing and the publisher is now planning a second magazine, just for hi-fi dealers and repairmen. *High Fidelity* subscribers include residents of Taiwan, the Kenya Colony, Thailand, New Zealand and Iceland, since high-quality sound is especially popular in remote areas where entertainment is limited. Anchorage, Alaska, numbers some 30 hi-fi addicts. A local problem in Alaska is finding the favored corner location for speakers in the rounded Quonset huts in which many residents live.

Though the "sound hound" holds the conventional radio-phonograph in contempt, it contains the same basic components that are found in the hi-fi rig. These components are a record turntable, a pickup to convert the mechanical movements of the record needle into electrical impulses, a radio tuner to receive broadcasts, an amplifier for strengthening the weak signal that comes from the tuner or pickup and a speaker with its enclosure. But there all similarity ends. The "commercial" set is primarily a piece of furniture, a handsome cabinet often made of costly, hand-rubbed wood. It contains minimal and mass-produced electronic equipment incapable of reproducing all the sound frequencies on a modern record, and its speaker is usually improperly housed (drawing, *p. 152*). The mass manufacturer should not be blamed for this. Over the years some larger makers of commercial sets have experimentally introduced costlier, truer-toned components only to discover that what the public wanted was furniture, not good sound.

Hi-fi components, on the other hand, have been made mostly by relatively small manufacturers to very exacting custom standards. They are sold unit by unit, each selected to suit the individual taste of the purchaser (box, *top of page 148*) and then wired together. The components are not necessarily housed in a cabinet at all, which helps keep cost low, but often are merely placed in a bookcase. The speaker, which usually consists of two units—a tiny one called a tweeter, which reproduces the high frequencies, and a larger one (woofer) for the lows—can be put anywhere. No matter how it is arranged, the hi-fi system reproduces every nuance on the record including virtually the full dynamic range of the original sounds, from softest pianissimo to thunderous fortissimo, and it

HERE IS A GLOSSARY OF HI-FI LANGUAGE

A-B-ING—Comparing two speakers or other components by switching rapidly first one then the other into a system while it is playing, to judge their performances.
COAXIAL SPEAKER—A speaker with a *tweeter (below)* mounted within a *woofer*, on the same axis.
FLAT FREQUENCY RESPONSE—This ideally is the equal and undistorted amplification of all tones on record or broadcast at any degree of volume from soft to loud.
GOLDEN EAR—A person whose hearing is acute enough to differentiate between grades and types of reproductive quality.
KEYHOLE EFFECT—How music sounds when it seems to come from one small source —a "keyhole"—instead of filling the room. Also, "porthole" effect.
NEEDLE TALK—The noise created by a stylus in its contact with record grooves.
SHRIEKER—A system made up of "incompatible" components which consequently create distortion. Such a system is said to have a "bother" or "worry."
TIN EAR—Antithesis of golden ear.
TWEETER AND WOOFER—The tweeter is usually a small speaker designed to reproduce high frequencies. The woofer is a much larger cone, designed to reproduce the lows.
WAR HORSES—A perennially selling recording of a standard classic by a standard orchestra or artist.
WHISKERS—Sound is said to have whiskers when the highs are not clear—fuzzy.
WOW—A slow wavering tone, especially noticeable in sustained piano chords, caused by uneven revolving of the turntable. A rapid wow, caused by a faulty turntable motor or faulty tape recording, is a "flutter."

CONTINUED ON NEXT PAGE

Where to buy LEED'S TRIP-ZIP

(as shown on opposite page)



At these and other fine stores

ALABAMA
Birmingham: Birmingham Trunk
Mobile: C. J. Gayfer & Co.

ARIZONA
Phoenix: Korrick's Inc.
Phoenix: Leonard's
Tucson: Levy's

ARKANSAS
Little Rock: Standard Luggage

CALIFORNIA
Fresno: Kopman's
Fresno: Wallach's
Glendale: Wahl's
Long Beach: Walker's Dept. Store
Los Angeles: Broadway Dept. Stores
Los Angeles: Millrose's
Sacramento: Rose Bros.
San Diego: The Marston Company
San Francisco: Macy's San Francisco
San Francisco: Roos Bros.
San Francisco: The Emporium
Santa Ana: Rankin's
Santa Ana: Rankin's

COLORADO
Colo. Springs: Colo. Leather Goods
Denver: The May Co.
Pueblo: Crews-Beggs Dry Goods Co.

CONNECTICUT
Bridgeport: Howland's
Hartford: G. Fox & Company, Inc.

DISTRICT OF COLUMBIA
Lansburgh & Bro.
Woodward & Lothrop (N. Bldg.)

FLORIDA
Miami: Richard Store Company
St. Petersburg: Maas Brothers, Inc.
Tampa: Maas Brothers, Inc.

GEORGIA
Atlanta: Davison-Paxon Company

ILLINOIS
Chicago: Carson Pirie Scott & Co.
Chicago: The Fair
Evanston: Lord's
Evanston: Kasbar Luggage Shop
Peoria: Block & Kohl Company
Springfield: La Sonte's Luggage

INDIANA
Evansville: Evansville Luggage
Fort Wayne: Wolf & Dessauer
Indianapolis: Wm. H. Block Co.

IOWA
Davenport: Wirtel's
Des Moines: Davidsons
Dubuque: Roshek Bros.
Sioux City: T. S. Martin Co.
Waterloo: James Black Dry Goods

KANSAS
Topeka: Crosby Bros.
Wichita: Geo. Innes Co., Inc.
Wichita: Hinkel's

KENTUCKY
Lexington: Stewart Dry Goods Co.
Louisville: Stewart Dry Goods Co.

LOUISIANA
Baton Rouge: Kidd-Russ Company
Lake Charles: Muller Company
New Orleans: Maison Blanche Co.
New Orleans: D. H. Holmes Co.
Shreveport: Kidd-Russ Company

MAINE
Portland: Porteous Mitchell & Braun

MARYLAND
Baltimore: The May Company

MASSACHUSETTS
Boston: Jordan Marsh Company
Boston: Filene's
Fall River: McWhir's
Springfield: Forbes & Wallace
Worcester: Denholm & McKay

MICHIGAN
Detroit: The J. L. Hudson Company
Detroit: Crowley, Milner & Co.
Flint: Younker Bros.
Grand Rapids: The Wyroubov Co.
Grand Rapids: Herpolsheimer's
Lansing: A. W. Knapp Company
Saginaw: The J. W. Ippel Co.

MINNESOTA
Duluth: Glass Block Store
Minneapolis: The Dayton Company
Minneapolis: L. S. Donaldson Co.
St. Paul: Gerlund Trunk
St. Paul: The Golden Rule

MISSISSIPPI
Jackson: McRae's

MISSOURI
Joplin: Christmas's
Kansas City: Macy's Kansas City
Kansas City: Famous-Barr Company

NEBRASKA
Lincoln: Miller & Paine
Omaha: J. L. Brandeis & Sons

NEW JERSEY
Newark: L. Bamberger & Co.
Paterson: Quackenbush Co.
Plainfield: Tepper's
Trenton: S. P. Dunham & Co.

NEW MEXICO
Albuquerque: Kistler, Collister

NEW YORK
Albany: Albany Luggage
Buffalo: Adam, Meldrum & Anderson
Buffalo: J. N. Adam & Co.
Buffalo: The Wm. Hengerer Co.
Rochester: McCurdy & Co.
Syracuse: Dey Brothers & Co.
Syracuse: Kempton's

NEW YORK CITY
New York: Macy's New York
Brooklyn: Abraham & Straus
Jamaica: B. Gertz, Inc.

NORTH CAROLINA
Asheville: Ivey's, Inc.
Greensboro: Meyer's Company
Winston Salem: The Ascher Co.

NORTH DAKOTA
Fargo: Nesman's Luggage

OHIO
Akron: The M. O'Neil Co.
Canton: Lyon Leather Goods
Cincinnati: The H. & S. Pogue Co.
Cincinnati: John Shillito Co.
Cleveland: The May Company
Cleveland: The Higbee Company
Cleveland: Sterling, Lindner & Davie
Cleveland: Wm. Taylor Son & Co.
Columbus: F. & R. Lazarus Co.
Columbus: Neuhaus-Fashion Co.
Dayton: Elder & Johnston Co.
Springfield: McCulloch's Luggage
Toledo: Lasalle's
Youngstown: Strouss-Hirshberg's

OKLAHOMA
Enid: Newman's
Enid: Herschen's
Oklahoma City: Jos. Gilpin Luggage
Oklahoma City: Mallinchen's
Tulsa: Brown-Dunkin Company
Tulsa: Seidenbach's
Tulsa: Elephant Trunk Co.

OREGON
Portland: Lipman, Wolfe & Co.

PENNSYLVANIA
Allentown: Hess Brothers
Harrisburg: Pomeroy's, Inc.
Phila.: John Wanamaker
Phila.: Strawbridge & Clothier
Pittsburgh: Kaufmann's
Reading: Pomeroy's, Inc.
Scranton: Scranton Dry Goods Co.
Wilkes Barre: Pomeroy's, Inc.

TENNESSEE
Chattanooga: Gould's Luggage
Memphis: Lowenstein & Sons
Nashville: Goldsmith's
Nashville: Nashville Trunk

TEXAS
Amarillo: Blackburn Bros.
Amarillo: Fedway
Austin: Eads, Nistler & Bro.
Austin: E. M. Scarbrough & Sons
Beaumont: The White House
Corpus Christi: Fedway
Dallas: Delgado Bros. Co.
Dallas: Titche-Goettinger Co.
El Paso: The Americas
Ft. Worth: Fedway
Ft. Worth: McClure's Luggage
Ft. Worth: Neely's
Houston: Foley's
Houston: Houston Trunk
Houston: Jacke's of Houston
Houston: Schwein
Longview: Fedway
Lubbock: The Luggage Shop
San Antonio: San Antonio Trunk Co.
Waco: Hub Dry Goods Co.
Wichita Falls: Fedway
Wichita Falls: McClurkan's

UTAH
Salt Lake City: Z. C. M. I.

WASHINGTON
Spokane: The Bon-Marché—Palace
Tacoma: Fraser's
Yakima: Bon Marché

WEST VIRGINIA
Charleston: Coyle & Richardson

WISCONSIN
Madison: Wehrmann's Travel Shop
Milwaukee: Milwaukee Boston Store
Milwaukee: Gimbel's
Milwaukee: C. A. Chapman Co.
Milwaukee: Schuster's

TO ORDER BY MAIL...SEND COUPON TO NEAREST STORE

Store_____ (Luggage) City_____ State_____

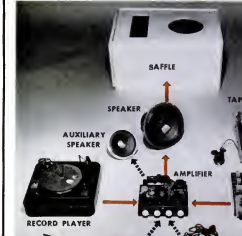
Enclosed is check ☐ money order ☐ for $_____ for LEED'S Bags indicated. Prices below include 20% Fed. Tax, postage, etc.

	Rayon PLAID				NYLON			VELON	
	Glen Parth	Stuart	Price	Brown Blue	Price	Brown Blue	Price	Hounds. Keith	Price
Trip-Zip Queen			$22.25		$17.50		$28.25		$30.75
Trip-Zip King			19.75		15.00		24.50		27.00
Quick-Zip (Med.)			7.75		6.50		9.00		10.25
Quick-Zip (Lge.)			9.75		8.50		11.50		12.75
Shoe-Bag			15.25		12.75		15.25		17.50
Duo-Pak			9.75		7.25		12.75		22.25
Light-Zip (21")			23.00		22.00		25.50		28.00
Light-Zip (24")			27.25		26.00		29.50		32.00

Total: $_____

Name_____ Address_____

City_____ Zone_____ State_____



THE MAKINGS OF A HI-FI SYSTEM

The picture above shows the essential components of a basic hi-fi system which are connected by red arrows, and other desirable but not essential accessories which can be fitted into it (broken arrows). Both the record player, on which rest two pick-up cartridges for 78 r.p.m. records and slower speeds, and the radio tuner feed their signals into the amplifier whence they go to the speaker, which is normally housed in the baffle. Record players cost from $25 to $300, cartridges from $8 to $60; tuners $50 to $280; amplifiers $43 to $300; speakers $13 to $225; and baffles from $14 to $300. The accessories are a gauge for testing the pressure of the stylus and consequent wear on record grooves ($1.50); a record compensator for adjusting the system's reproductive qualities to the characteristics of different makes of records ($9 to $12); a noise suppressor for reducing the surface noise of old 78 r.p.m. records ($30); an auxiliary speaker to simulate stereophonic effect, and a tape recorder ($110 to $1,000). Tape recorders are extremely popular with the hi-fi addict since they enable him to transcribe broadcasts which are later played through the sound system.

HI-FI CONTINUED

does this with virtually no distortion at all. The chief reason for this performance is the fact that high fidelity reproduces the higher-frequency sounds, or overtones, some of which were potentially available on even the older, 78-rpm records and are present in abundance on good modern recordings. Even old records usually sound better on hi-fi, despite their heavy surface noise.

Sound, considered objectively and without reference to the animal or human mechanism that hears it, is a vibratory or wavelike disturbance in the atmosphere, the number of vibrations, or sound waves per second, determining the sound's frequency (pitch). On a piano, for example, the keyboard of which has a range of from 27.5 to 4,186 vibrations or cycles per second (c.p.s.), middle *c* consists of 261.6 c.p.s. When the middle *c* piano key is struck, it causes the corresponding piano strings to vibrate 261.6 times per second, which starts an atmospheric vibration of 261.6 c.p.s. This in turn induces exactly the same vibration in the ear's sensitive cochlea. But besides having a fundamental vibration, every note on every musical instrument has an infinite number of overtones, or harmonics. These are additional and high frequencies that are simple multiples of the fundamental. Thus the harmonic (it is also called the first harmonic) of middle *c* being 261.6, the second harmonic is double that or 523.2, the third harmonic is 784.8 c.p.s. and so on. It is these harmonics which are the important factor in creating an instrument's timbre or characteristic sound—this is the reason the same note played on flute and French horn is a thin piping on the one and a sonorous blare on the other. Most authorities agree that reproduction of at least the first four harmonics is necessary for adequate recording of, and differentiation between, the different instruments. The average human ear can

CONTINUED ON PAGE 151



THE DUO-PAK...the ONE bag with TWO compartments. You can put clean clothes, etc. in top... shoes, soiled garments, baby's things in the separate bottom compartment from $5.50



THE LIGHT-ZIP CASE...breeze-light, built over duraluminum frame for strength. Side zips completely open for packing ease. Luxurious interior. Spaciously designed 21", 24" sizes from $16.95



THE TRIP-ZIP QUEEN (54")...you can carry as many as ten dresses on individual hangers...without a wrinkle! Zip closed, fold over...and go! New, practical, center-fold design...adjustable clothes bar...moulded-grip handle...not to forget the accessory pocket and car window hook. Hangs as easily in a car or train as in your own closet...from $13.95.

THE TRIP-ZIP KING (40", shown closed)...like hers... for five suits...from $11.95.





THE "SUBURBAN" QUICK-ZIP...accessory bag with outside pocket and tuck-lock. Doubles as handbag. In medium and large sizes...from $4.95.

THE "SUBURBAN" SHOE BAG...Suedine-lined with eight individual shoe pockets. Put hosiery and accessories in outside pocket...from $9.95.

NEW DESIGNS IN LIGHTWEIGHT LUGGAGE ...FASHION STYLED IN MATCHED SETS

Just a few years ago, fine luggage meant expensive luggage...heavy luggage...and too often, impractical luggage. Today, thanks to American genius, here is lightweight, smartly fashioned and truly functional luggage. Leed's Trip-Zip ensemble is designed to delight the travelwise...and to please the price-wise. (See variety of fabrics and price ranges below.)

This all-weather luggage weighs pounds less than conventional luggage...is dustproof, mothproof, and water-repellent. You see it hanging in the finest cars; in luxurious staterooms, in stratoliners and aboard transcontinental trains. Millions of people have discovered this new pleasure in traveling. Ask for Trip-Zip...you'll enjoy it for years!

Guaranteed by Good Housekeeping

At better department and luggage stores everywhere.

Prices subject to 20% Federal Tax and may vary geographically

LEED'S TRIP-ZIP® ensemble

A product of LEED'S TRAVELWEAR CORPORATION, NEW YORK 16, N. Y. *the world's largest manufacturer of zipper luggage*

Leed's Trip-Zip King and Queen Ensembles (or individually) in your choice of luxurious fabrics, modestly priced!



Glencoe



Perth



Stuart Black

Rayon PLAID

Trip-Zip King, $15.95; Queen, $17.95
Quick-Zip Medium, $5.95; Large, $7.50
Shoe Bag, $11.95; 20" Duo-Pak, $7.50
Light-Zip Case 21", $17.95; 24", $20.95



Brown



Blue

DRILL

Trip-Zip King, $11.95, Queen, $13.95
Quick-Zip Medium, $4.95, Large, $6.50
Shoe Bag, $9.95, 18" Duo-Pak, $5.50
Light-Zip Case 21", $16.95; 24", $19.95

Dobby Weave NYLON

Trip-Zip King, $19.95; Queen, $22.95
Quick-Zip Medium, $6.95; Large, $8.95
Shoe Bag, $11.95; 20" Duo-Pak, $9.95
Light-Zip Case 21", $19.95, 24", $22.95



Houndstooth



Keith

Woven VELON

Trip-Zip King, $21.95; Queen, $24.95
Quick-Zip Medium, $7.95; Large, $9.95
Shoe Bag, $13.95, 20" Duo-Pak, $17.95
Light-Zip Case 21", $21.95; 24", $24.95

Even dried egg yolks vanish in this JAMES® *Wall of Water** dishwasher

no hand pre-rinsing . . . no installation



Ask a friend who owns any other dishwasher if hers can match what James can do:

Removes sticky foods —even dried egg yolk— without pre-rinsing.

Removes smears with an automatic soft-water rinse—dries spotless.

Removes crusted foods, left-over grease from pots, pans and skillets.

You will forget all about "spray-type" dishwashers when you see pots and pans and other "tough jobs" washed clean by this amazing "Wall of Water" action

Installed models also available

How she did it: 1. Dishes loaded at tableside (loose food scraped off). 2. James rolled to sink, connected, turned on (no pre-rinsing). 3. James did the dishes—*all* 113 of them. 4. James is ready to wheel to cupboard for unloading.



You can let JAMES do it. Entirely mobile – keep it anywhere. No installation of any kind. No kitchen changes. No plumbing. No wiring – just plug into regular outlet. Water comes from your faucet. Dishwater drains into sink.

This screw-shaped "Wall of Water" outwashes any other dishwasher action—because it alone "scrubs" every surface of every dish in turn 494 times with evermoving solid walls of water—not with a hit-or-miss "spray".

Other dishwashers only "help" with the dishes —while James *does* them. Removes even sticky foods without hand pre-rinsing. Yet delicate crystal is safe—snugly racked.

James costs $100 to $200 less than smaller capacity dishwashers it outwashes. Lower cost when you buy it, no cost to install it.

Even if you rent an apartment, you can enjoy a James. If you move, take it along.

Extra length hoses and cord store inside cabinet. Ready to wash in just 20 seconds.

Holds more dishes than any other dishwasher —over 100 pieces: 16 dinner plates, 8 salad plates, 8 bread 'n' butters, 8 saucers, 8 cups, 8 glasses, 8 sherbets, 48 pieces of silver, plus platter. Washes pots and pans with your dishes or separately.

Takes less floor space: 17⅛" wide, 24¾" deep. Park it anywhere in kitchen or closet.

Stainless steel interior. Baked enamelled, heavy-gauge steel cabinet.

Ask your James dealer to demonstrate "the dishwasher that removes even dried egg yolks." Then you won't settle for less than the only *truly* automatic dishwasher that costs less than others of smaller capacity —the new James Premier. Only..... **$269.50**

James Deluxe, only **$199.95**

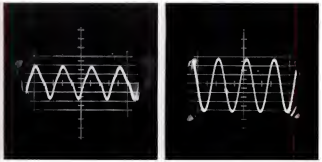
Easy terms available

For FREE HOME TRIAL, write James Mfg. Co., Inc., Independence, Kans., *America's only exclusive makers of dishwashers.*

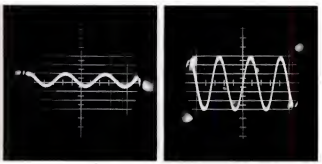
*"JAMES", "Wall of Water" and "Sterile-Dry" are trademarks of James Mfg. Co., Inc. © 1953 (L63)

"Let JAMES do it!"

America's largest selling mobile automatic dishwasher



LOW TONES of 100 cycles, shown on an oscilloscope screen, achieve about the same height through a commercial amplifier (*left*) and a hi-fi one (*right*).



HIGH TONES of 4,000 cycles reveal hi-fi's superiority over the commercial set (*left*) in the greater height of scope's light pattern on the rig at right.

HI-FI CONTINUED

handle around 15,000 cycles, but the average commercial phonograph does not reproduce above 6,000. Thus it is easy to understand why such a phonograph sounds muted, and why a reproductive range of 15,000 cycles is essential for realistic sound.

With its extended range, a hi-fi sound system produces music of almost hallucinatory realism. There is nothing ghostly about its effects, however. Enthusiasts are remaking America's living rooms and revitalizing America's record business. This is mainly the work of a large body of "audiophiles," or mild-mannered lovers of well-reproduced music, spear-headed by a small, ardent band of hobbyists, known as "bugs" or "knob twirlers," who are among the most dedicated fanatics ever produced in this country.

For reasons yet to be elucidated, the audiophiles, who outnumber the bugs 50 to 1, tend to be professional people, doctors especially but also lawyers and journalists. However, since music transcends all age and economic levels they also include cab drivers, cops and short-order cooks. Audiophiles often start off with a rig costing no more than $140 and then, as their aural sophistication improves, gradually refine their systems with another couple of hundred dollars' worth of equipment. This they often play rather loudly to achieve full tonal range, which seldom endears them to neighbors, and they display a marked inclination to talk long and with great conviction about the merits of various components. Otherwise they are fairly well-balanced citizens. While a sound system is as essential to them as a heating or lighting system, they seldom lose sight of the fact that high fidelity is a means to an end: the enjoyment of music.

Sound for sound's sake

THE bug, on the other hand, does not necessarily like music at all but is simply interested in the reproduction of dazzling sound for its own sake—the more difficult to reproduce the better. He is especially fond of the voice of Yma Sumac, an Ecuadorian singer who has an uncannily great range, and of such tintinnabulating instruments as the harpsichord and the glockenspiel. He will play an entire 12-inch record through simply for the sake of one well-recorded cymbal crash at the end; sometimes he plays only the cymbal crash, over and over. He loves the highest frequency sounds, which even many music lovers find too piercing for comfort. In fact, due to the bug's influence, high fidelity is still sometimes mistaken for fidelity to the sound frequencies that are so high as to be inaudible to most adults over 35. (As humans age, their hearing loses its sensitivity—some babies and dogs can hear

CONTINUED ON NEXT PAGE



The Protection that Began in 1853 . . .

has GROWN to fit the needs of today!

Living was less strenuous in 1853—the year two America Fore companies were founded—no automobiles, airplanes, electric lights—no telephone, radio, or TV.

Over the century a host of luxuries were developed which grew to become necessities as tireless industry brought them within reach of all.

During these past 100 years of amazing progress, America Fore companies have helped eliminate the threat of crippling financial loss and have provided protection that transformed risk into security and peace of mind.

THE CONTINENTAL INSURANCE COMPANY

FIDELITY PHENIX FIRE INSURANCE COMPANY

100 YEARS

This year America Fore is observing 100 years of proven insurance protection by two of its companies, The Continental Insurance Company and the Fidelity-Phenix Fire Insurance Company.

For the name of a nearby America Fore Insurance Man, call Western Union by number, ask for Operator 25.

America Fore INSURANCE GROUP

★ The Continental Insurance Company ★ Fidelity-Phenix Fire Insurance Company
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★ The Fidelity and Casualty Company of New York

RED HEART ADDS LIVER

NEW NEW FLAVOR



Now Red Heart gives your dog these 3 flavors:

A, *beef;* B, *fish;* C, new *liver* flavor!

Plus complete nourishment!

Now, in addition to famous 3-flavor variety and complete nourishment, Red Heart provides the valuable benefits of fresh liver—richest, most nutritious of all meats, and a top taste favorite with dogs.

More than ever, it's true that *no other dog food* gives your dog all the advantages of Red Heart. Add them up and see for yourself that Red Heart, alone, gives your dog EVERYTHING, *PLUS!*

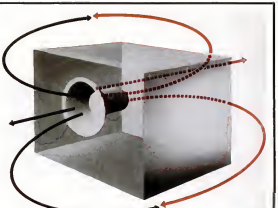
1. **3-flavor variety**—variety such as you like in your food! Feed him Red Heart new liver flavor one day, beef the next, fish the next.
2. **complete nourishment**—you need add nothing! Red Heart, alone, provides everything a dog needs for top health, including . . .
3. **meat proteins**—with extra quantities of all the vital amino acids . . .
4. **carbohydrates**—body-building essentials basic in nutrition . . .
5. **minerals**—every mineral known to be needed by dogs for sound teeth, bones, sinews . . .
6. **vitamins**—extra amounts of every single vitamin which science has found dogs require for top health . . .
7. **fats**—so necessary to good condition, glossy coat, healthy, supple skin . .

PLUS 8. **CHLOROPHYLLIN—OF COURSE! TO END DOGGY ODORS!**

Red Heart adds up to the best dog food that money can buy. And your dog deserves the best! Start feeding 3-flavor Red Heart to your dog *today!*



JOHN MORRELL & CO. • SINCE 1827 • OTTUMWA, IOWA • SIOUX FALLS, S. D.



THE NEED FOR 'BAFFLING'

None of the components in a hi-fi system is unimportant since all contribute to the performance. However the speaker and the enclosure which contains it will probably be the parts chosen by neophytes with the greatest care, since no two types of speaker sound alike. Commercial sets usually have had unenclosed backs, with results illustrated in the drawing above. A speaker's cone pistons sound waves both forward and backward, creating two rapidly alternating sets of atmospheric disturbances (straight arrows). As the sound emerges it diffuses in all directions out of front and back, and some of these diffused sound waves (curved arrows) collide and neutralize each other. However, if the speaker is mounted in a wide surface, such as a wall or in a large box with the back enclosed, the two sets of sound waves are "baffled"—*i.e.*, prevented from reaching and canceling each other.

Baffle boxes should be of generous size so that the speaker's piston action will not noticeably compress the air within the enclosure. A 12-inch speaker usually requires an enclosure of six cubic feet and eight is even better. However, some manufacturers are now making smaller enclosures which, due to special internal design, serve the purpose efficiently.

Whether it is made of expensive mahogany or mere plywood, a baffle should be at least one half inch thick (three quarter inch is better) to prevent any vibration. (Some fanatics line their baffle with concrete for this reason.) The speaker and baffle should be separated from the rest of the equipment by a few feet—enough to prevent acoustic feedback, which results when the stylus, or needle, responds to minor vibrations from a nearby speaker and feeds them back into the system ad infinitum and ad tumultum. The problem of finding room for a baffle has been solved by some dwellers in small apartments by mounting the speaker in a closet door, with tuner and record player on shelves mounted inside the door. The entire closet then becomes a commodious baffle.

HI-FI CONTINUED

20,000 c.p.s., while most adults barely hear 15,000.) A bug with a costly hi-fi system, capable of reproducing 20,000-cycle tones that are inaudible to himself, often jokingly justifies his extravagance on the ground that while he does not hear everything his dog can.

A bug's home is usually littered with an assemblage of amplifiers, surface-noise suppressors, record compensators, speakers (one St. Paul addict has 32 in his dining room) and trailing wires. Often none of this is producing any sound at all at the moment because the owner is rebuilding it, a chronic condition with bugs. In the most acute stage his system may also include an oscilloscope, which is an engineering device that looks like a small TV screen and is calibrated for the visual observation of sound frequencies. The bug with one of these often plays no music at all, but simply entertains himself by playing test records and joyfully watching the highs and lows register visually and soundlessly on the scope.

Happily, some bugs who start out with only an interest in pure sound itself find their interests expanding to the point where they actually begin to like music, and are gradually lured into buying records for the music on them instead of for their percussion effects. This happens so often that *High Fidelity* is about to inaug-

CONTINUED ON PAGE 154



NEW KIND OF MEN'S CLOTHES ARE EASIER TO LIVE IN, EASIER TO CARE FOR

This year there are clothes for men that their wives will appreciate, too. Sport shirts, dress shirts, slacks, ties and underwear that wash easily, need little—*if any*—ironing . . . sweaters that won't shrink out of size and don't need blocking . . . socks that stay soft after many washings *without stretchers* . . . all these and many other exciting new clothes are possible because of Du Pont "Orlon". Sport jackets, slacks and suits, too, have many new advantages when they make proper use of "Orlon" acrylic fiber. They are rich to the touch, and, in summer fabrics, they have crispness without stiffness. They are light and comfortable. And they hold their press and shape even in damp weather. The supply of "Orlon" is steadily increasing, but it still is limited. For the widest choice, it will pay you to shop early.

Woman's blouse and pleated skirt are also made of "Orlon".



Du Pont makes fibers, does not make fabrics or garments. "Orlon" is Du Pont's trade-mark for its acrylic fiber.

Now! Exclusive screening formula gives you

a Lovelier Tan



Swimsuit by Catalina

Only Skol brings you this marvelous new tanning formula—lets you tan faster, more beautifully than ever!

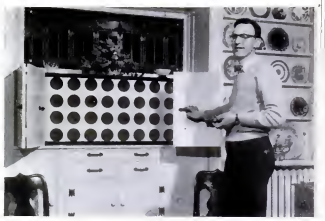
● Skol's two exclusive screening ingredients *let you control* your tanning scientifically! When you cover yourself with Skol you draw a protective curtain between you and the "danger rays" of the sun. You don't blister. You don't get a disfiguring red-burn.

Yet Skol's new formula allows precisely enough of the sun's "tanning rays" through to give you a *lovely, flattering tan*—the most glorious tan of your life. Get non-oily Skol—also available in plastic bottles.



"Skol," Reg. U.S. Pat. Off.

Used by more people than any other suntan lotion



BIG BANK of 32 identical, five-inch speakers plays simultaneously from a slightly bowed panel, completely fills this room with music seemingly from all directions, which is a hi-fi goal. Its owner is Richard Russell, St. Paul, Minn.

HI-FI CONTINUED

urate a new department addressed especially to musically ignorant bugs, which will advise them on what's good in such obscure fields as Brahms, Beethoven and Bach.

The bug's love for the higher frequencies leads him to venerate even surface noise, an anathema to the mere music lover, on the ground that it is essential to the reproductions of the highest highs. This is reflected in a current joke about a bug who always took his girl with him to concerts; while he listened, she made a steady hissing sound in his ear, simulating the "surface" without which he could not otherwise enjoy music. There is another joke, widely appreciated by audio sophisticates, that tells of a lover of high frequencies who got up in the middle of a superb concert by Stokowski and walked out, indignantly muttering, "Too much bass! Too much bass!"

These are fiction. But the facts of hi-fi fanaticism are even stranger. In a Boston store customers have been known to get down on hands and knees to listen to a new speaker, wagging their heads doglike in an effort to hear better. A Cleveland enthusiast has cut a hole in his grand piano and installed a speaker in it to improve the tone—of the speaker, not the piano. A fellow Ohioan has his house completely wired for sound, with speakers in every room including the bathrooms.

One of the strangest facts about both bugs and audiophiles is that they are almost exclusively male. Women seldom like high fidelity, and often oppose it with such violence that Walter Toscanini, the son of the maestro and a hi-fi expert, has asked with some seriousness whether women and high fidelity can coexist in one civilization. A poignant example of this is told by a New York record dealer with a customer whose wife objects so strongly to his hi-fi rig that she will not let him play it while she is in the

CONTINUED ON PAGE 158



UNUSUAL HOUSING was provided for his speaker by Alfred Dorod of Cleveland who cut a hole in a piano's sounding board for it. This did not spoil the piano for him since he does not play it. He bought it to house the speaker.

Now! ONE Brushing With COLGATE DENTAL CREAM Removes Up To 85% Of Decay And Odor-Causing Bacteria!



Just One Brushing with Colgate's Stops Bad Breath Instantly!



Your very first brushing with Colgate's each morning removes up to 85% of the bacteria that cause bad breath! Yes, scientific tests *prove* that Colgate Dental Cream stops bad breath *instantly* in 7 out of 10 cases that originate in the mouth! Every time you brush your teeth with Colgate's you clean your breath while you clean your teeth!

Just One Brushing with Colgate's Removes Up to 85% of Decay-Causing Bacteria!



Every brushing with Colgate Dental Cream removes up to 85% of the bacteria that cause decay! But—if you really want to prevent decay, be sure to follow the Colgate way! Scientific tests showed that the Colgate way of brushing teeth right after eating stopped *more* decay for *more* people than ever before reported in all dentifrice history!

Brushing Teeth After Eating Stops Tooth Decay Best!



Scientific tests over a 2-year period showed a startling reduction in tooth decay for those who brushed their teeth with Colgate's right after eating! In fact, X rays showed no new cavities whatever for almost 2 out of 3 people. Yes, the Colgate way of brushing teeth right after eating is the best home method known to help stop tooth decay!

Gives You A Cleaner, Fresher Mouth All Day Long!



He tries so hard to please you

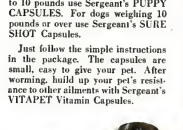
His whole heart is in his efforts to win your smile, to make you forget your troubles. He always wants to be near you, playing round your chair, trying to show you how much he loves you.

The only reward he wants is your pat of appreciation. But you can give him much more. With just a little care and attention you can give him good health, the long happy life he deserves. When you notice that your pet doesn't feel good, that his eyes are dull and watery and his appetite is gone, be on the lookout for other signs that your pet has worms.

If he does have worms it's neither his fault nor yours. A dog can pick up worms anywhere out of doors; they are his most common ailment. And, unless treated promptly, worms will permanently injure a dog's health; can even be fatal to puppies.

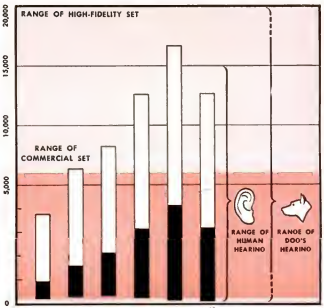
What to do? You can treat your pet for worms at home—easily—safely — correctly — with Sergeant's worm medicines. They've been relied on by dog owners for over 50 years. For puppies and small dogs weighing up to 10 pounds use Sergeant's PUPPY CAPSULES. For dogs weighing 10 pounds or over use Sergeant's SURE SHOT Capsules.

Just follow the simple instructions in the package. The capsules are small, easy to give your pet. After worming, build up your pet's resistance to other ailments with Sergeant's VITAPET Vitamin Capsules.



Ask for Sergeant's Sure Shot or Puppy Capsules at your favorite drug or pet counter. There are 17 other fine Sergeant's dog care products to help you care for your pet. Each one veterinarian tested; all easy to use.

The colorful, authoritative Sergeant's Dog Book describes the symptoms and gives complete advice on worming, and other helpful details of dog care, feeding and training. *A free copy is waiting for you.* Just write: **SERGEANT'S®**, Richmond 20, Va.



RANGE OF SOUND AND HEARING is diagrammed above. Black lower part of bars shows the range of various instruments' fundamental tones, the upper white part of the range of their harmonics through the fourth. Dark red area shows how many cycles per second the average commercial receiver reproduces, the dark and lighter red together, the range of good high fidelity. Range of human and canine hearing (which varies with the breed) appears at right.

HI-FI CONTINUED

house. To hear music, he has to encourage her to go out shopping, adding greatly to the expense of his hobby.

The reason for this feminine opposition may be physiological. Woman's hearing generally is slightly more sensitive to the high frequencies than man's, and music reproduction which sounds normal and balanced to a man sometimes can sound excessively shrill to a woman. A component on TV outfits emits a 15,750-cycle tone which women occasionally complain of, to the bewilderment of their husbands who cannot hear a thing. Some canny dealers, demonstrating hi-fi to the distaff side, purposely turn up the bass response and lower the treble that is beloved of the male ear.

Another thing both bug and audiophile share is a deep respect for the important but hard-to-define quality in recordings that is usually referred to as "presence." This is what makes a recording sound as though orchestra, singer or solo instrument were being heard in the concert hall. Years ago musicians recorded in studios designed to "let nothing come back." *i.e.*, eliminate the reverberations which one always hears in a concert hall when music reaches the ear not only directly but reflected from the walls. Such sound was flat, lifeless and sterile, the result of an underlying aim to "bring the artist into your living room." Today the goal is to transport the listener to the concert hall. Reverberations are planned for and purposely picked up. If at the beginning or ending of a recording the room noise is inadvertently cut out just before the music begins or ends, it is dubbed in afterward.

Benny's concert helped

THIS trend toward naturalistic recording, which has moved forward hand in hand with hi-fi's more realistic reproduction, was given powerful encouragement by the remarkable sale of the Columbia versions of Benny Goodman's 1938 jazz concert. It was recorded during an actual performance in Carnegie Hall and, complete with audience yells, whistles and applause, has become one of the top-selling LP albums on the market. Other companies, Columbia included, have attempted to duplicate this accidental success by making recordings in nightclubs or in carefully arranged jam sessions at which the audience is instructed to please let itself go. They have been only moderately successful, spontaneity in both artist and audience being a little more difficult to induce than was first supposed.

In any case audiophiles and bugs prize the faithful reproduction of all sounds implicit in the act of recording, including the clatter of a piano's keys as well as its tones, the sigh of the wind

CONTINUED ON PAGE 158



If his birthday is between June 22 and July 23

He's born under the sign that means he is sympathetic, friendly, prompt. You know he'll like a dependable watch — the 21-jewel Lord Elgin Prentice with the heart that never breaks, the *guaranteed* DuraPower Mainspring. $71.50

He'd like a Lord Elgin PRENTICE

Prod. Tax Incl.

Tops on CHOPS A·1 SAUCE

Ask for A.1. when dining out, too!

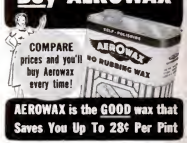
FOR THE WHITEST SHOES



DEMAND HOLLYWOOD sani-white

HOLLYWOOD SHOE POLISH INC. RICHMOND HILL 18, N. Y.

STOP PAYING FANCY PRICES for FLOOR WAX Buy AEROWAX



COMPARE prices and you'll buy Aerowax every time!

AEROWAX NO RUBBING WAX

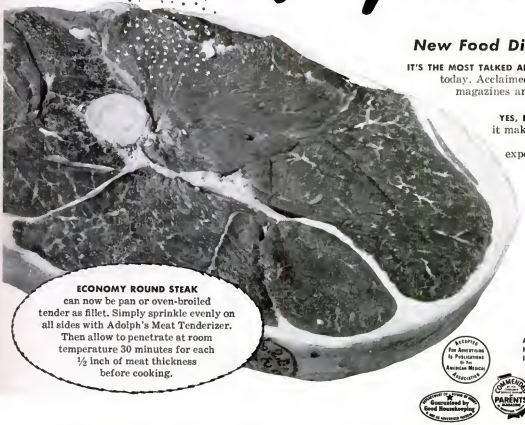
AEROWAX is the GOOD wax that Saves You Up To 28¢ Per Pint



This is it... the product you've read about!

MAKES ALL MEAT MORE TENDER

THE ORIGINAL **Adolph's** **MEAT TENDERIZER**



ECONOMY ROUND STEAK can now be pan or oven-broiled tender as filet. Simply sprinkle evenly on all sides with Adolph's Meat Tenderizer. Then allow to penetrate at room temperature 30 minutes for each ½ inch of meat thickness before cooking.

New Food Discovery Cuts Meat Costs

IT'S THE MOST TALKED ABOUT, written about product in America today. Acclaimed by food and science editors of leading magazines and newspapers. Enthusiastically used in millions of homes.

YES, EVERYONE'S RAVING about Adolph's. How it makes *all* meat tender, regardless of grade, cut or cost. How it lets you cook less expensive cuts *differently* than ever before ... even *broil* round or chuck like you do choice porterhouse.

BY TENDERIZING ECONOMY CUTS Adolph's allows you to eat more meat without increasing your meat budget. It's as easy to use as salt, and costs less than a penny to tenderize a pound of meat.

NOW enjoy meat *more* ... serve *more meat.* Get Adolph's, seasoned or non-seasoned, at your favorite food store today.

Accepted For Advertising by The Journals of The American Medical Association

Guaranteed by Good Housekeeping

Approved by Parents' Magazine

Approved for advertising by the American Medical, Dietetic and Home Economics Associations. Used by chefs and dieticians in leading hotels, restaurants and institutions.



SEASONED OR NON-SEASONED

SHOULDER CUTS like arm and blade, which are normally pot roasted, can be broiled or barbecued like porterhouse when cut into steak thickness and sprinkled evenly with Adolph's before cooking.



ALL GRADES of beef, veal, lamb or pork can be made more tender with Adolph's Meat Tenderizer. Small stewing hens can be broiled. Turkeys are roasted or broiled tender and juicy much faster.



BUDGET ROASTS, rump or rolled shoulder, can be roasted like prime ribs when prepared with Adolph's. Cooked rare, medium or well-done, they're sure to be tender and juicy. Cook faster, too.



Copyright 1953, Adolph's Ltd., Los Angeles 46, Calif.

THE NEW
ROLLS RAZOR
with "The Blade" made exclusively for you!



There's a *better* shave waiting for you . . . no matter what you shave with now! The famous Rolls Razor provides a sensational performance beyond comparison with mass-produced blades!

Men who've switched to the Rolls Razor over the past 25 years know the satisfaction of better shaving at a saving. They've tried them all, and swear by the Rolls because it is *the finest safety razor in the world.*

The new Rolls Razor '53, in handsome, maroon, satin-lined case. Only $17.50 (no luxury tax) at all leading stores.

Gives you the world's only "Custom Shave"

Here in a *new*, compact, streamlined model is all you need for greatest shaving comfort and efficiency . . . the precision-built Rolls Razor mechanism and incomparable Super-Blade of hollow-ground Sheffield steel. With the built-in "Miracle Strop" and hone you fit the edge to *your own* beard and skin. No other safety razor, no electric shaver, can equal this "custom shave." Get your new Rolls Razor now, and discover why men all over the world regard it as a cherished possession.

NEW ROLLS RAZOR
338 MADISON AVENUE, NEW YORK 17, N. Y.

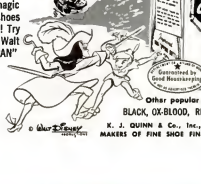








You, too, will find SCUFFY white magic for all white shoes. For children's and grown-ups' shoes alike — smooth leather, suede, Nubuck, even fabric. Just touch 'em with the magic SCUFFY dauber and shoes look whiter than new! Try SCUFFY now — like Walt Disney's "PETER PAN" you have to see it to believe it!



25¢ AT GROCERY & 10¢ STORES

Other popular colors—BROWN, BLACK, OX-BLOOD, RED, BLUE, GREEN.

© Walt Disney Productions

K. J. QUINN & Co., Inc., Malden, Mass.
MAKERS OF FINE SHOE FINISHES SINCE 1880

SOME FAVORITE BUGS' RECORDS

Bugs, who go for sound effects more than music on their records, include these among their favorites:

COLUMBIA

Goldmark—*Rustic Wedding* Symphony
Gottschalk—*Cakewalk*
Poulenc—*Organ Concerto*
Liszt—*Second Piano Concerto*
Saint-Saens—*Third Symphony*

EMORY COOK

Sounds of Our Times

EMS

Varese—*Ionization* (Ensemble with 35 percussion instruments including a siren)

LONDON

Falla—*Three Cornered Hat*
Rossini-Respighi—*La Boutique Fantasque*
Strauss—*Also Sprach Zarathustra*

MERCURY

Gould—*Latin-American Symphonette*
Bartók—*Music for Strings, Percussions, Celesta*
Mussorgsky—*Pictures at an Exhibition*

VICTOR

Verdi—*Il Trovatore*

WESTMINSTER

Glière—*Red Poppy Ballet*
Respighi—*Pines of Rome*
Haydn—*Military Symphony*
Prokofiev—*Lieut. Kijé*
Rimsky-Korsakov—*Piano Concerto*
Schubert—*Trout Quintet*

HI-FI CONTINUED

instruments and the intake of a singer's breath. There is a recording of *Carmen* by the company of the Théâtre de l'Opera-Comique made in the Théâtre des Champs-Elysées. The tread of marching feet across the stage, a shot and the clash of swords during various scenes are plainly audible; it is much prized by sound hounds. Another is the Westminster disk by Argeo Quadri of *The Pines of Rome* which is a miracle of dimensional recording, all the choirs of instruments apparently coming in from their various separate positions. This is a quality which simply happens, and no one can explain how, but it is an enormous aid to the greatly desired concert-hall realism.

The case of another conductor, Herman Scherchen, also provides a testimonial to the influence of high fidelity. He is a German who in 1951 recorded a new version of Haydn's *Military Symphony*. H. Landon Robbins, of the Haydn Society, had discovered Haydn's own orchestration of the symphony in the London Museum, and in this version the second movement especially is replete with drum rolls, bugle calls and other military sounds. Scherchen conducted a recording session of it in his usually precise, somewhat accented style. Pressed by Westminster, a relatively small and new company with a great respect for high-fidelity recording, the disk became an instant success with audiophiles and was followed by other Scherchen recordings. Scherchen is an able but not scintillating conductor and he has never toured America, yet today he is something of a best-seller here because of his popularity with hi-fi addicts.

While bugs boom the record business they are not an unmixed blessing to the record retailer. When shopping, the bug, with his veneration for perfection, is likely to handle a record he wants to hear only by its edges to keep thumb prints and microscopic dirt off the playing surface. This practice keeps the grooves pristine, but sometimes results in the record being dropped on the floor. Scratches caused by grit on the record are the bête-noiré of the bug. Occasionally one will come into a record store carrying a 10-power lens with which to examine the grooves for scratches, signs of previous use and other imperfections, and a certain New York shop has a customer who insists on selecting his records in the basement, where he can pick disks out of cartons fresh from the factory.

Such particularists represent the advance guard of a movement that had its beginning about 15 years ago in the dissatisfaction of radio and telephone engineers with their own home music sets. Having better equipment available to them professionally, they began using it to make their own sets, and word of the new, more lifelike sound spread slowly and spottily as their friends heard it. The increase in FM broadcasting, which usually achieves 15,000

CONTINUED ON PAGE 161

HOW TO BUY HI-FI

The prospect of selecting a series of intricate electrical devices appalls most people. Consequently, hi-fi dealers try to allay their fears by providing rooms in which samples are on display, all connected to an intricate master control panel. By simply turning its switches, the beginner can connect any combination of components (*p. 148*) and decide what sounds good to him. Once he makes his selection the store wires the components with coded cables or foolproof sockets which enable anyone to plug the system together without chance of error.

Here are a few hints on hi-fi shopping:

Bring some of your own records along. They will help orient you in testing unfamiliar equipment.

Beware of any dealer who tries to tell you what sounds best; you are the only judge of that and can best decide by making several trips to the store, listening carefully each time. You can buy better phonographic reproduction than you probably ever heard before for $150 or less, and $400 to $500 buys a really superb radio-phonograph combination. After that you will likely be paying for an expensive cabinet or the ultimate perfection that is lost on all but the most sophisticated ears.

You will do well to select a jeweled stylus (hi-fi-ese for needle), an amplifier of at least 10-watt output and a maximum of 5% of harmonic distortion. Make sure that it delivers its full tonal response without distortion, even when the set is turned up to window-rattling volume. Purists often insist on heavy, semi-professional turntables instead of changers, on the ground that they spin the records more evenly and perfectly. Most people, however, will not sacrifice the changer's convenience for the microscopic difference made by the turntable.

Hi-fi pricing is somewhat curious. Both a list and a net price are usually mentioned, a practice apparently designed to convince the purchaser that he is buying wholesale. This may be true, depending on one's definition. The list price, which almost no one ever pays, is the full retail price. Thus an item listed at $400 actually sells for $240 net—that is, less a 40% discount of $160. The net price of $240 includes a 50% markup for the dealer, who will have paid the manufacturer $160.

HI-FI CONTINUED

c.p.s. in contrast to the more common AM's 6,000, encouraged interest in better radio equipment. World War II, with its wholesale development of better sound and communications equipment and wholesale training of young men therein, helped widen interest and research in sound; today lumbago, sciatica and rheumatism are being experimentally treated by ultrasonics, bacteria is killed with it, water purified, brain tumors detected and metals cleaned by it. High fidelity has also received a considerable assist in recent years from Britain where, possibly because of austerity, music lovers, able to purchase audio equipment only infrequently, insisted on first-rate reproduction when they spent their money. In any case some English components are highly regarded in the U.S. market and widely used. After the war a series of technological advances occurred almost simultaneously which improved the quality of radio-phonograph reproduction enormously. These included the development of the long-playing microgroove record by Columbia's Dr. Peter Goldmark—which has a chicken-and-egg interdependence with high fidelity, the inexpensive jewel (sapphire or diamond) needle, the introduction of new magnetic pickups to replace the less precise crystal pickup, and the lightweight tone arm.

These advances are history, even though most Americans have yet to hear what kind of sound they can produce when combined with the other components of a high-fidelity system. But the avant-gardé of music reproduction is already working with devices that offer even greater realism. These include two other systems of recording and reproduction known as stereophonic sound and "binaural sound." In stereophonic recording, already being used with 3-D and wide-screen movies, three microphones, placed at intervals near the orchestra, are used simultaneously, each feeding the sound it picks up into a separate recording apparatus. These are subsequently played back through separate amplifiers and speakers, the speakers spaced out in the same way the microphones were. The result is almost ridiculously realistic. Played on good high-fidelity equipment, the music seems to have a

CONTINUED ON NEXT PAGE



Seal in All Your Horse-power





with the
Veedol High-Detergency
"Film of Protection"

You bought a lot of horsepower when you got that modern car. Now you can *seal in* all that power...with the famous VEEDOL High-Detergency "Film of Protection."

New VEEDOL High-Detergency motor oil *seals in* horsepower by resisting blow-by! It is made from 100% Pennsylvania crude oil, with detergent additives that suspend contaminants, leaving your engine cleaner after draining. And it combats the metal-eating action of "engine sweat" by forming the famous anti-corrosion "Film of Protection" on metal surfaces.

Use all the horsepower you bought! Get all the power your car can deliver. Fill your crankcase with fresh VEEDOL High-Detergency motor oil every 1000 miles.

TYDOL

TIDE WATER ASSOCIATED OIL COMPANY
New York Tulsa San Francisco

Federal Flying A Tires . . . Good for a long safe ride!

three-dimensional quality which makes the listener unconsciously turn his head to "see" the brass, then the woodwinds and then the strings as each comes in in its part. Binaural is a simpler version of stereophonic, utilizing only two sets of pick-up and reproductive equipment, one for each ear, and for that reason often employs the old headset ear phones of "ham" radio days.

Some of the most affective stereophonic and binaural recordings yet made have been done in railroad stations, first one mike then another picking up the chuffing and creaking of an approaching train which seems to be traveling invisibly across the room in which the recording is heard. It is so lifelike that people have been known to crouch back timidly in their chairs, fearful of being run over. Binaural addicts love trains.

Possibly the most ardent of them is Emory Cook, a Stamford, Conn. sound engineer and record manufacturer who markets one series of records known as "Sounds of Our Times." Cook spent a night in a railroad tunnel near Peekskill, N.Y. with a tape recorder, recording the sounds of trains; he has also recorded old music-boxes, complete with spring twangs and clunks, the gradual onset of a summer thunderstorm and the chirping of near and far crickets in a field, all extremely effective.

While binaural is beyond the reach and probably even the desire of the average U.S. listener, high fidelity as such will probably invade his consciousness and very possibly his living room by the end of this year. One indication of this is a theory of Harrie K. Richardson, associate editor of *Audio Engineering* magazine, that high fidelity tends to follow television into a new area after a four-year interval. Richardson argues that when telecasting begins in a certain region, radio-phonograph and record sales slump badly for about two years. Then, as TV's novelty wears off, a public which has been conditioned to seek amusement at home begins looking around for a new kind of entertainment. Record sales begin to rise and high fidelity is likely to engage the interest of the former TV addict. Four years after the arrival of TV, sales of records and sound systems are likely to hit an all-time high. Right or wrong, it is true that high fidelity today is selling its hottest in areas which have had television for a period of years.

But hi-fi's best sales stimulant is less disenchantment with television than the tendency of its devotees to turn the volume up and thus acquaint other people with its virtues whether they want to hear it or not. Not long ago a Washington, D.C. hi-fi addict with more than $4,000 worth of equipment was visited by a policeman.

"We hear you were playing records pretty late last night," said the cop ominously.

"That's right," said the addict.

"Pretty loud, we hear," went on the cop.

"Let me show you how loud," said the addict. When the cop was comfortably seated in his living room he turned on some Beethoven—full blast.

"Sound too loud to you?" he asked.

"It sounds swell," said the cop thoughtfully. "Real swell."

"That's how I played it last night," said his host.

"Keep right on playing it that way, buddy," said the converted cop as he got up to leave.



MIGHTY HI-FI HORN with one speaker at end, others inside it, was built by A. J. Hardy of Dallas. It runs 11 feet through garage into his living room.

IMAGINE! THE FEATURES OF A $50. WATCH FOR ONLY $9.95

plus 10% federal tax

Waterproof*

Rain, perspiration, even immersion in water, won't affect Timex performance.



Dustproof*

Unlike ordinary watches, Timex case-construction keeps out dust and dirt.



Shock-Resistant

Hard bumps and thumps won't impair rugged Timex! Takes a licking yet keeps on ticking.



Here is one of America's great watch values! Timex works like a $50 watch . . . looks like a $50 watch . . . yet costs only a fraction of the price! Despite everything from water and dust to knocks and shocks, it ticks on faithfully! It's remarkably accurate, can't be overwound. And you can buy with full confidence in its dependable performance because every Timex Watch is backed with a full year's guarantee.



The Only Watch in the World with the Revolutionary

V-CONIC MOVEMENT

Greatest advance in 200 years of watchmaking! Unique cone-shaped balance staff of Timex V-Conic movement is SHOCK-RESISTANT and turns on enduring Armistry bearings. Strong where conventional watches are generally weakest.



Timex Marlin. Easy to read dial. Chrome bezel. Stainless steel back. $9.95

Sold With ONE-YEAR *Guarantee*

Timex Marlin. Sweep-second hand. Radiolite dial. Chrome bezel. Stainless steel back. $11.95

TIMEX

World's Largest Manufacturer of Wrist Watches

500 FIFTH AVENUE, NEW YORK 36, N. Y.

US TIME

* Stays waterproof and dustproof as long as crystal, crown and back are intact and, if removed, expertly replaced.





STRETCHING to look at bird's nest, Mary Marcia gets a hoist from her father. It was a phoebe's **nest.**



A Family Nature Trip

YOUNGSTERS EXPLORE FOR BUGS AND BIRDS

The Saunders family comes naturally by its enthusiasm for nature. John Saunders works for the American Museum of Natural History in New York City. His wife is a former nature museum director, and their four children are all avid plant and animal collectors. So instead of driving around gawking at historic sites for a vacation, the Saunderses went on a nature trip. They spent a week in the Great Smokies dashing after insects, fishing for stream life, poking through underbrush to find plants and even stargazing at night. One bellyache and one case of chigger bites were their only casualties. Their findings will be incorporated into a series of booklets for vacationers which will be brought out next year by the Shell Oil Company, which financed the Saunderses' trip.



ON A MOUNTAIN the family is photographed by John Saunders. They are, left to right: John Jr., 7, Mary Marcia, 9, Paul, 11, Nancy, 12, Mrs. Saunders.

OVER A BRIDGE family crosses the Oconaluftee River to an Indian trading post where they bought souvenirs. This is section of a Cherokee reservation.

IN A FIELD Cherokee Chief Saunooke, onetime wrestler, asked John Jr. to grab one of his fingers. When John did, Saunooke threw him to the ground.



LUNGING for a butterfly, Nancy swings her **net** wildly back and forth. She caught sulphur butterfly.

◀ NANCY PEERS AT A POLLIWOG CAUGHT BY PAUL



CONTINUED ON NEXT PAGE

BEAT ATHLETE'S FOOT

with Triple-Action + Penetration









Now you can get wonderful relief from Athlete's Foot with remarkably effective NP-27. These "magic green drops" of clear, sparkling liquid help clean up symptoms quickly, pleasantly—with vital triple-action plus *penetration*.

TRIPLE-ACTION is necessary because Athlete's Foot may involve *fungus* (1) which usually causes the disease, also hardy *spores* or "seeds" (2), and harmful *bacteria* (3). Note all three in diagram above left, made from microphoto of infection. NP-27 is formulated to kill *all three*.

PENETRATION is necessary because the fungus which usually causes Athlete's Foot thrives *under the skin surface*, see scientific drawing at left. Treatment should penetrate to kill buried fungus.

See how NP-27 PENETRATES: Drop of water (left) stands on surface of sheet of paper. But drop of NP-27 *penetrates* into the paper fast. That's because NP-27 has very *low surface tension*, about one-third that of water. NP-27 soaks in, to get at fungus buried in the skin.

Recommended by Chiropodists and Coaches. In a poll of Chiropodists (foot specialists), NP-27 received over 80% of votes for publicly advertised remedies for Athlete's Foot. Famous coaches at leading universities reported wonderful results with NP-27.

To Beat Athlete's Foot—Use NP-27 at first sign of itching, peeling, cracks between toes. Will help give you prompt relief and clear up infection before it can become dangerously serious. Non-irritating; doesn't stain skin. Buy NP-27 *now*. If you don't get wonderful results, your druggist will refund purchase price.



The Norwich Pharmacal Company, Norwich, N. Y.
(NP-27 is available also in Canada.)

Norwich® NP-27 for Athlete's Foot



FISHING AND STREAM-EXPLORING KIT recommended by Saunders family includes at top Palmer's *Fieldbook of Natural History*; at left a fishing rod, dip net and fishing line; at right a homemade seine (for trapping water insects), magnifying glass, test tube and cork; and a pair of sneakers.



BOTANICAL KIT includes at left two leaf presses; top right, sketchbook and spatter-print kit (tooth brushes, ink, screening); middle row, notebook, spray gun for spatter prints, a print of a fern; bottom center, water-color sets; bottom right, guidebooks.



INSECT-COLLECTING KIT has homemade butterfly net at left (made of cheese cloth, coat hanger and a dowel); at top, pinning board and a magnifying glass (with neck strap); in center a guidebook, carbon tetrachloride (for killing bugs), jar for bug killing, box of pins. At bottom is box for storing specimens.

CONTINUED ON PAGE 168

The power of free exchange

I was highly pleased to see, at the beginning of this year, that LIFE had just begun an edition in Spanish, to be circulated in Mexico and Central America, in the Spanish-speaking West Indies, and in South America.

This is a tremendous undertaking. But I hope that in the not-too-distant future, LIFE will be able to bring out even more editions in foreign languages, to circulate in many other parts of the free world. For LIFE is certainly one of the magazines by which I would like my business friends and associates overseas to get a fuller knowledge of our country, not only of how we live and build, work and play, but of how we freely compete in the making and selling of goods.

And if I had another wish, it would be that the several excellent magazines that I have seen of other countries would find it possible to appear here, to compete against the best that U. S. editors have to offer.

Rivalry in business, as well as in anything else, can sometimes be tough and unpleasant. But it can also be stimulating, and it always produces the best efforts that are in us. And a free, unobstructed exchange of goods and ideas among the free nations are what we need most of all, to bring out the kind of men, the kind of words, and the kind of competitive spirit that can help us maintain freedom in the world today.

By HENRY FORD II



Quick Clue to a Man's Good Taste!



Inter Woven MODERNS FINE FILAMENT Nylon $1.10 a pair



Well-dressed men prefer Interwoven Moderns for better style, comfort, fit and wear. The patterns are Interwoven Exclusives.

®Hi-Lo short socks . . . ®Hi enough for that neat look, Lo enough for comfort. Wide choice of colors available.

Don't Forget to Remember FATHER'S DAY June 21st

EVERYONE TOOK PICTURES





CAMERA TRAP was rigged up by John and Paul Saunders and fastened to a tree, with a length of string from the flash bulb mechanism to a point on the ground. The first night they tried fried chicken for bait and nothing happened. The second night they switched to salmon for bait and got somebody's cat.





CORNERED BEAR was photographed by Nancy (*top*), who got picture at bottom. Bears roam freely around Great Smoky Mountains National Park, eat mostly garbage. This one made a pass at Paul and almost scared him to death, but Nancy said, "I knew that bear was so full of garbage he wouldn't hurt me."

CONTINUED ON PAGE 171



New Patented Model 515 Decorator Series BarcaLoungers in floral mattelasse. Adjustable hood-rolls flip back out of sight when not in use.

MAKE DAD AND MOTHER A KING AND QUEEN WITH A PAIR OF BARCALOUNGERS

IT'S CORONATION YEAR! And here's regal relaxation for Mr. and Mrs. America: a pair of the most supremely comfortable chairs ever built!

No king or queen ever relaxed more blissfully. No other chair ever had the BarcaLounger's new improved "Floating Comfort" features. You just sit down and lean back and stretch out. You get fully balanced support in any position from sitting to reclining from the *coordinated* movement of the back-rest, seat and leg-rest.

Taking time out for short periods of relaxation in a BarcaLounger is rapidly becoming a national habit. Plenty of tired business men and hard-working housewives dive into their BarcaLoungers after meals or exercise . . . and within a short time find their tense nerves and muscles relaxed. Lots of people say they sleep even better if they steal a nap in the BarcaLounger before bedtime.

Yet the BarcaLounger, with its almost magical comfort features, is *not* a gadget. It's a beautiful chair, made to traditional fine-furniture standards by painstaking craftsmen. Go see the new Barca-Loungers at your favorite store this week . . . and discover undreamed-of comfort for yourself. Made in sizes to fit almost *everybody!* Write for free illustrated booklets and name of nearest dealer. Barcalo of Buffalo, Dept. L-6, Buffalo 4, N. Y.



Interiors below courtesy of William H. Prentice Inc., Decorators, Buffalo, N. Y. *Copyright 1953, Barcalo Mfg. Co. In Canada, ©T. EATON Co.*



Model 275-R-1 BarcaLounger in Luggage Tan genuine top grain leather. Also in long-wearing plastics and exquisitely handsome decorator fabrics.



This 270-S-1 BarcaLounger is finished in gold-threaded Forest Green tweed. Also available in many other attractive fabrics including nylon.



Patented Model 505 Decorator Series. Modern, graceful styling. Illustrated in nubby textured coral mohair frieze. Many fabrics and colors to choose from.



250-R-1 BarcaLounger in striking Cardinal Red floral mattelasse. These are only a few of the many smart, colorful designs your dealer has available.



The Black BarcaLoafer gives you same "Floating Comfort" principle as the BarcaLounger in a moderately priced casual chair for lawn, porch or terrace.

LAUNDRY



1. Put water in washer. Your first easy step toward a truly white, bright *antiseptically* clean wash. PUREX DRY BLEACH is not a weak powder —it's liquid bleach in *safe granulated form*. It's light, compact, won't splash, takes less cupboard space, is easy to lift, measure and handle.



2. Add dry bleach and detergent. In tub or top-opening machine you put sparkling-white PUREX DRY BLEACH right into the wash water along with your detergent or soap.* PUREX DRY BLEACH is safer for clothes—uniform beads work more gradually, more evenly than liquid.



3. Add clothes last. And when the job is done, you'll take out the loveliest, cleanest-smelling wash ever! Amazing new PUREX DRY BLEACH *removes stubborn stains* such as mildew, jam, berry and coffee. It does everything liquid bleach can do—safely, more conveniently.

*For front-door automatics—*see simple directions on label.*



NOW! AT LAST!

Liquid Bleach in safe DRY form!

Say good-bye to big, messy jugs! This amazing new dry bleach discovery—by famous Purex—replaces liquid for laundry, kitchen, bathroom and farm use. It does everything liquid bleach will do, and more—yet is light, easy to use, SAFER to handle.

No Splash! No Spill!! No Waste!



Guaranteed by Good Housekeeping

APPROVED CODE PARENTS' MAGAZINE

Comes in two handy space-saver sizes.

KITCHEN



Never before has there been a household bleach so handy, so convenient, *so safe* to use as PUREX DRY BLEACH. It's ideal for removing stains and odors from sink and drainboard without splashing or waste. It is liquid bleach *fortified* with extra ingredients for *super* cleansing!

BATH



To deodorize, disinfect and truly sanitize bathtub, toilet bowl, etc., just sprinkle PUREX DRY BLEACH *lightly* on wet surfaces. Crystal-dry PUREX "stays put"—doesn't drain off sides —so there's no waste. And a special added ingredient *foams* as it cleans!

PUREX
DRY BLEACH

© 1953, PUREX CORP., LTD.
SOUTH GATE • SAN LEANDRO • ST. LOUIS
NEW ORLEANS • TACOMA • DALLAS • MEMPHIS • ATLANTA



DEAD RATTLER is held on a stick by Nancy, who was disappointed that it was not alive since she likes snakes. She keeps a live boa constrictor at home.



OLD APPLE TREE is measured by girls. From its girth (84 inches)—an inexact way to determine tree age—they decided it was at least 100 years old.



AT COKE PARTY in hotel family played a game in which player tried to guess name of animal, plant or landmark which had been pinned to his back.



WANT A SHORT CUT TO VALUE? At a mere dollar, Hanes Givvies shorts trim your budget, but good! Yet they look and feel higher priced. High-count broadcloth—colorfast and Sanforized—is bias-cut to g-i-v-e when you sit, crouch or mow the lawn. The seat is full-cut and absolutely seamless—stops squirming forever! Your favorite store also has Hanes full-cut T-shirts with the no-sag neck—soft, absorbent, size-fast—another big buy for a dollar. Others $1.25; boys' 69c to 85c. **To get more than you bargained for in underwear, sportswear and sleepwear, be sure**

THE NAME'S HANES

P. H. Hanes Knitting Co., Winston-Salem 3, N. C.



BEAUTY IN THE BLIGHT

Although they are separated by the Mississippi River, the neighboring cities of St. Louis and East St. Louis long shared one of the worst smog conditions in the U.S. In the last dozen years, after it passed an anti-smoke ordinance, St. Louis, Mo. has virtually put an end to its own suffering from the sooty combination of river fog and factory smoke. But in East St. Louis, Ill. smog still gathers over the land, on cold days may hide the sun until midmorning. Sometimes this blight produces an incongruously lovely picture of the industrial era—like the one above taken at the height of the smog season by Lloyd Spainhower of the St. Louis *Post-Dispatch*. Here, in a vaporous setting, are the Monsanto plant (*left*) and Socony Vacuum refinery (*right center*), seemingly suspended between low and high layers of sooty fog, framed by steamy white columns which add to both the scene's beauty and the smog.

Mr. Percy C. Magnus—distinguished president of Magnus, Mabee & Reynard, Inc.—started as a bank runner, then rose from office boy to secretary, salesman, chemist and top executive in an essential-oil firm. President since 1917, he has made it one of the largest importing, exporting and manufacturing concerns of its kind in the world. Now a recognized leader in the drug industry, and in civic affairs, he's shown at his Connecticut summer home.



Lord Calvert is *Custom Distilled* and blended for those who, like Mr. Magnus, seek a finer whiskey. It has an exceptionally light body and a rich flavor, the like of which is found in no other whiskey. In fact Lord Calvert's *Custom Distilled* quality is so carefully guarded that each bottle is numbered and recorded at the distillery. You'll find that Lord Calvert—the "whiskey of distinction"—costs a little more, tastes a little better and adds a little more pleasure to living.

LORD CALVERT ... *Custom Distilled for Men of Distinction*

BLENDED WHISKEY • 86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY

Nothing –

no, nothing –

beats

better

taste –

and

LUCKIES TASTE BETTER!



Cleaner, Fresher, Smoother!



You can even see why Luckies taste better – cleaner, fresher, smoother

Ask yourself this question: *Why do I smoke?*

You know, yourself, you smoke for enjoyment. And you get enjoyment only from the taste of a cigarette.

Luckies taste better – cleaner, fresher, smoother! You can see *why* when you strip the paper from a Lucky by tearing down the seam.

First, you see that your Lucky is *made better*, because it remains a perfect cylinder of fine tobacco – round, firm and fully packed.

Second, you see Luckies' famous fine tobacco itself – long strands of fine, light, truly mild tobacco with a rich aroma and an even better taste. Yes, L.S./M.F.T. Lucky Strike *means* fine tobacco.

Nothing – no, nothing – beats better taste, and Luckies taste better – cleaner, fresher, smoother. So . . .

Be Happy – GO LUCKY!

PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

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